International Commerce

December 22, 1969

President hears Eximbank Chief on exports

International Trade Winds

Company News

CERAMICS—Florida Tile Industries, Inc., Lakeland, Fla., will form a joint venture with Ceramica Vitromex Co., Saltillo, Mexico, for the construction of a modern tile and sanitary ware plant in Mexico. Florida Tile will provide personnel training, technical know-how in manufacturing ceramic tile products, and developed programs for computer control of ceramic glaze colors. Vitromex will purchase the plans and engineering services of Florida Tile.

AUTOMOTIVE PRODUCTS—Monroe Auto Equipment Co., Monroe, Mich., has established an export department to handle sales of Monroe shock absorbers and load leveling stabilizer units in all countries except Europe and Argentina, where Monroe has manufacturing plants. The new department will take over the marketing responsibility which was previously handled by an outside export organization.

OIL—Continental Oil Co. (CONOCO) of New York and the National Iranian Oil Co. (NIOC) have announced the ratification of an agreement for the exploration and development of a 5,000-mile area near the port of Bandar-Abbas in Southwestern Iran, by the Iranian government. CONOCO will spend a minimum of $4 million during the next three years for exploration of the area; surface geological work will begin in the near future. The agreement also provides that 50% of any recoverable resources discovered be set aside as a national reserve for the use of NIOC and the remaining 50% of any oil will be developed jointly. CONOCO, as contractor for the project, will be entitled to 45% of the production from the joint holdings up to 275,000 barrels-per-day, and 30% of any additional production.

CONSTRUCTION—The Lummus Co., Ltd., London, a subsidiary of the Lummus Co., Bloomfield, N.J., recently completed an $18 million expansion of the Antwerp, Belgium, refinery facilities of Raffinerie Belge de Petroles, a subsidiary of the Occidental Petroleum Corp., Los Angeles. Lummus was responsible for the design, engineering and procurement for the process facilities and Lummus Ltd. supervised the construction. This was the fifth Belgium project for Lummus, a subsidiary of Combustion Engineering, Inc.

Newsletter

It's time again for a look at reports on single-company appearances at the various U.S. overseas Trade Centers operated by the Commerce Department:

At Tokyo, a Center promotion blanketed a highly specialized market—Japanese manufacturers of color TV tubes. In a month-long between-shows presentation, Electronic Industries, Inc., Detroit, introduced its phosphor-slurry-coating equipment to every one of these firms. The second-floor corner display was inspected closely, and on a repeat basis, by engineers and company officials. Now a number of these TV tube makers are studying whether to build Electronic Industries equipment under license or buy it outright. Mission accomplished, said president William N. Kraus, as the exhibit was packed up.

At Frankfurt, a familiar company with a well-known product decided it was time to reintroduce it to the German market. The 3M Co. put its office copier into the U.S. Trade Center between-shows and got a "gratifying" response, according to district sales officials. Trade exhibitions do not always require new items; sometimes the tried-and-proven products bring out the buyers, too.

Also at Frankfurt, a three-day between-show promotion of medical electronics equipment netted $30,000 in off-floor sales. Humetrics Corp., a subsidiary of Thiokol Chemical, showed electrocardio analyzers for the detection of heart ailments and simulator units for medical teaching aids. Excellent exposure to new business prospects, summarized Kenneth L. Dufour, the firm's marketing director.

At Stockholm, it was twice around and let's do it again for the California Computer Products Co. of Anaheim. Calcomp came to the Trade Center this fall to show its software line for the second time this year. The sales seminar was so successful that the company wants to sponsor another repeat promotion in about six months.

Also at Stockholm, the Swedish rep of Instrumentation Laboratory, Lexington, Mass., introduced an atomic absorption spectrophotometer to a selected scientific-technical audience. The two-day presentation in the Center's lounge was planned to give each visitor full opportunity to inspect and test the unit. Projected sales in the next 12 months: $20,000.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for the detailed know-how and analysis in our regular news columns.

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the cover

President Nixon last week received Henry Kearns, Chairman and President of the Export-Import Bank of the United States, who reported on the bank's new action programs designed to help U.S. exporters meet current challenges in world markets. An outline of the programs is supplied for INTERNATIONAL COMMERCE readers in an exclusive article by Kearns on page 4.

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Nation must step up export promotion effort in 197(

The U.S. Department of Commerce will follow up 1969's initiatives in export promotion with even stronger initiatives next year, K. N. Davis, Jr., Assistant Secretary of Commerce for Domestic and International Business, has declared.

"To improve the U.S. trade surplus and to strengthen the competitive position of American business it is imperative for us to step up our efforts to help American business sell overseas," Davis said in a year-end review.

Davis said that in 1969 U.S. manufacturers participated in 21 Commerce Department exhibitions in international trade fairs and 47 in U.S. Trade Centers. These exhibits resulted in immediate sales of $35 million, preliminary reports indicate.

On the basis of exhibitors' forecasts, the Commerce Department estimates sales in the next 12 months of over $200 million. Exhibitors appointed 240 agents, and expect that an additional 560 will be named.

Davis said, "We expect that when all the results are in, we will have slightly improved our trade position in 1969, but our surplus is going to be right around $1 billion—a far cry from the $4 to $5 billion surpluses that the United States had experienced prior to 1968 and that are needed to maintain an adequate balance of payments.

"That is the reason Government and business must concer trate on export expansion in 1970. We face many problem but we intend to work diligently—more diligently than ever b fore—to find effective answers and to improve industry/Go ernment cooperation and joint action."

During 1970, Davis said the Department will:

► Participate in 23 exhibitions at international trade fai and increase the Trade Center schedule by 10 shows over 196

► Open a new U.S. Trade Center in Sydney, Australia, i June. (See accompanying story).

► Conduct an expanded international market research pr gram concentrating on product lines considered to have th highest export potential in the 1970s. There will be mark studies in such growing fields as food processing and produc equipment; electronic data processing equipment; agricultur machinery and equipment; pumps, valves and compressors; i strumentation; air conditioning and refrigeration.

► Sign approximately five new contracts with groups firms, as part of the new Joint Export Association progra under which the Government will underwrite some costs developing overseas markets.

Sydney showcase to open

Eighth U.S. Trade Center overseas to aim exhibitions at industrialized Australia

By GERTRUDE GERBER

Staff Writer
Office of Publications & Information, DIB

Australia, once considered by its own people as having limited natural resources on which to build its economy, suddenly found itself in the 1960's to be one of the most bountifully endowed lands on earth.

Today, Australia is a nation of modern cities, space-age industry, and above all, opportunity. With a rapidly developing industrial complex, bolstered by extensive investment in newly-found minerals, Australia is well along in its transition from an agricultural to an industrial nation. More than 62,500 factories are producing goods worth over $8.3 billion a year.

Australian industrialists now seek the latest in mechanized equipment in order to compete effectively both in domestic and foreign markets. To help American manufacturers fill this need, the U.S. Department of Commerce will open its third U.S. Trade Center in the Far East-Pacific area in Sydney, Australia next June 29, according to Secretary of Commerce Maurice H. Stans.

Operated by the Department's Bureau of International Commerce, the Sydney Trade Center will mark another step in a comprehensive Commerce plan to boost U.S. exports.

The major emphasis at the Sydney Trade Center will be on a variety of special promotions designed by the Trade Center staff primarily to help U.S. companies, through their agents and representatives in Australia, obtain greater exposure for their products.

'71 air show plans

An early decision to participate in the Paris Air Show of May 27-June 1, 1971, was announced at INTERNATIONAL COMMERCE's deadline by Secretary of Commerce Maurice H. Stans and Secretary of Transportation John A. Volpe. U.S. firms had asked for 18 months of lead time to prepare for the show, at which Commerce will build and manage a U.S. Pavilion and Transportation will coordinate an aircraft flight line. Details will follow.

The new Trade Center will occupy two floors of Underwood House, a modern 12-story office building at 37 Pitt St., in the heart of Sydney's business district. The exhibition area and businessmen's lounge will be on the ground floor. Trade Center offices, quarters for the U.S. Travel Service and the American Consulate General will be on the third floor.

The Sydney Trade Center will open with an exhibition of U.S. data communications and graphic data systems staged June 29-July 3. A technical symposium, "Computers for the Seventies," will be held in conjunction with the exhibition.

Pre-show promotion by U.S. market development specialists will assure exhibitors maximum attendance by key industry representatives, government officials, and prospective agents and distributors.

Manufacturers interested in taking part in the show may obtain more information from the U.S. Department of Commerce, Washington, D.C. 20230 (202-967-4047), or any Department Field Office.

U.S. companies with agents or representatives in Australia should have them get in touch with John Geyerman, Deputy Director of the U.S. Trade Center in

ommerce official says in outlining Department plans

Reviewing 1969, Davis cited the following accomplishments:

► Opening of the Department's seventh U.S. Trade Center n Paris in November with an unusually successful exhibition f laser equipment.

► Coordination of the American exhibition at the 1969 aris Air Show that exhibitors expect to result in more than 26.7 million in sales.

► Introduction of a new specialized "vertical" trade mission rogram. The new missions, unlike previous Government mis- ons, promote a limited range of products in areas with strong les potential, pinpointed by extensive market research. The ommerce Department initiates the missions, but industry nembers pay their own expenses, and do business on their own ehalf. Six such trade missions visited markets in Europe and apan and reported sales of a half million dollars, with expected ubstantial follow-up sales in the next 12 months.

► Simplification of export documentation requirements that ill eliminate more than 2 million documents yearly, respond- ng to business claims of $100 million spent in needless paper- ork.

► Formation of special National Export Expansion Council (NEEC) committees for industries with major export potential so that actions needed by industry and government can be pinpointed. Recommendations for the electrical generating equipment and switchgear industry have already been received. Those for commercial aircraft and engineering and construction industries are under review.

► Submission of a report by another NEEC Committee supporting extensive improvements in export financing.

► Inauguration of the Joint Export Association program. Contracts with five groups of firms were signed under which the Department agreed to pay $565,000 of the $1.4 million cost of export market promotion.

► Formation of a new International Business Assistance Service to coordinate and expedite business contacts with various U.S. Government agencies involved in world trade.

► Cooperative State-Commerce program worked out to improve support of U.S. business by overseas U.S. posts. First in series of Commercial Attache meetings were held in Rome and Tehran. Importantly, commercial-economic positions were exempted from U.S. overseas personnel cuts.

► Commitments for 20 International Trade Fair exhibitions made through 1974 as part of five-year, longer-lead-time plans.

Sydney, about arranging for participation in promotional events in 1970.

It is estimated that Australian industry will spend more than $250 million on computers and peripherals in the next ten years. The United States is the principal supplier of this market, which includes some 950 computers installed or on order. Manufacturing and commercial installations account for 60% of the total.

Attractive sales opportunities exist, as only about one-third of the top 800 Australian corporations reportedly had ordered computers as of mid-1968. Trade sources indicate that Australia expects to have about 2,100 installations by 1972.

The U.S. Trade Center in Sydney will be the newest in a chain of permanent commercial showrooms operating in Bangkok, Frankfurt, London, Milan, Paris, Stockholm and Tokyo.

Australia's total imports in 1968 were valued at nearly $4 billion. The U.S. share of the market was $1.2 billion, or 26.4%, up from 16% in 1960. The United States replaced the United Kingdom as Australia's chief supplier in 1967 and the U.S. share of the Australian import market has been rising steadily since 1960.

U.S. investments in Australia, now valued at almost $3 billion, are growing at a rate of from $150 to $250 million a year. Some 500 U.S. subsidiaries are established there and more than 1,500 licensing agreements, agencies or distributorships for U.S. products are in effect.

A large percentage of Australia's national income is going into fixed capital development. This high rate of investment is helping to meet the challenge of developing the country's natural resources.

In the last five years, ten U.S. trade missions organized by industry with Commerce approval and assistance, have visited Australia and New Zealand, and found important sales potential for U.S. products.

The success of U.S. firms in a Commerce-sponsored show at the 1967 Melbourne International Fair can be used as a yardstick to measure the business opportunities available in the flourishing Australian market. The U.S. show brought $3.3 million in sales to 51 exhibitors of machine tools, metalworking machinery and engineering equipment in a year following the show. Twenty-five agents also were appointed.

"X" MARKS THE SPOT, right, of the newest Department of Commerce showcase for American goods. In the heart of downtown Sydney at 37 Pitt St., near the harbor, is the eighth U.S. Trade Center, whose offices occupy the first and third floors. An artist's drawing of the scene that will greet visitors is on the left.

Eximbank is on action line

Institution's leader reviews new programs designed to meet '70's export challenges

By HENRY KEARNS
Chairman and President,
Export-Import Bank of the United States

Clearly, achieving a favorable balance of payments, with its positive impact on the stability of the dollar, is largely dependent upon a surplus in our trade account. Confronted with this urgent need, it is regrettable that only a relatively small portion of the nation's total business is involved in exports. This historical lack of participation compounds our problems and emphasizes the urgent need to broaden recognition of the importance of foreign trade to assure the economic health of our country.

In our analysis of the current U.S. trade posture, there is some evidence that recent generations of American traders may have been lulled into a false sense of security by our country's overwhelmingly favorable financial situation throughout the past three decades. Until very recently, this country's availability of money at comparatively low interest rates was the envy of our competitors from other countries.

Indeed, until 1966, except in special cases, any enterprising U.S. exporter could find some source of private money at more favorable terms than could his counterpart elsewhere. The thought that the United States might find itself short of cash seemed impossible. We all believed "it couldn't happen here", but it did.

With the increasing inflationary pressures which reached alarming proportions last year, domestic demands for financial resources have gone beyond all expected bounds. Industries sensed that money would be tighter, prices higher, and that interest rates would continue to climb. They rushed to fill their growth needs at an early date, competing with each other for construction, for equipment, for personnel, and for money. Rising personal income levels similarly increased the demand for consumer goods of all kinds, as well as for durables and housing, again adding to the excessive competition for the money supply.

Money available for financing exports has diminished and its cost has correspondingly climbed. These factors would be bad enough, but the situation truly becomes intolerable when our exporters are increasingly faced with overseas competition from those who benefit from government-supported export finance. And the mix of U.S. exports includes an ever increasing element of capital equipment requiring massive longer term financing.

Since Mar. 20, when our new team assumed direction of the Export-Import Bank, we have been impressed with the reality that the need for Government assistance in export financing has never before been so great nor so critical in confronting foreign competition. Never has there been a time when effective export financial assistance could produce so much in the way of strength for our economy and versatility for our producers.

Recognizing both the challenge and the answer, the Nixon Administration instructed Eximbank to respond positively to the needs of American business and industry through a significant expansion of its activities. As a result, the reinforced and reinvigorated staff of Eximbank has developed a comprehensive series of programs to improve existing Bank operations and to establish new facilities and courses of action.

Each step taken has been designed to fulfill a recognized need of the current international commercial environment. We, of course, will not be able to satisfy fully all of the needs and desires of the exporting community—that is, immediately—but we are moving rapidly in the direction of comprehensive response to the needs so forcefully presented.

Specific measures listed

The nature and scope of the new export financing initiatives we have taken at the Eximbank are indicated by the measures listed below.

Extended Use of Guarantee Authority. Application of the financial guarantee authority of the Eximbank has been extended, primarily to attract secondary sources of finance for exports. This program is expected to be administered primarily through commercial banks.

Use of Foreign Source Financing. A program has been devised to solicit and negotiate with non-U.S. institutions to provide sources of funds to pay for U.S. exports. In the execution of this program the executives of the Bank have made extensive personal exploration and a permanent representative of the Bank has been established in Europe. The results to date have been most encouraging.

Joint/Participation Financing. A program of joint/participation financing has been undertaken to achieve the greatest leverage from the actual cash resources of the Bank. This program is based upon the experience in financing aircraft sales over the past two years. Under this program, when Eximbank is requested to provide direct credits, it will require participation to a major degree by private financial institutions.

Relending Credit Program. The practice of extending relending credits to certain overseas institutions has been organized into a comprehensive export promotion program. Selected overseas institutions will be extended limited lines of credit in return for active promotion of the sales of certain categories of U.S. products in specific markets. Past experience has revealed that this seeding effect can produce sales of products which otherwise would not have been possible. Continuing financing is expected to be provided from other sources.

Revised Discount Program. The commercial bank export loan program (discount program) initiated in 1966 has been revised and simplified. The current program actually has increased the number of banks which will finance exports and will significantly add to the private resources available for continuing export financing.

Nuclear Power Support. A policy has been adopted to assist in the sale of U.S.-produced nuclear power production facilities. The program includes assurance of the continued availability of financing for fuel charges, of key importance in maintaining the competitive advantage of American exporters.

Pre-development Support. To support the country's engineering, planning and construction industries as well as to aid potential sales of large capital projects, a program has been approved for financing from the Export Expansion Facility to provide financial backing for U.S. participants in early feasibility and planning studies.

Equipment Insurance. To further assist engineering and construction exporters, a program has been adopted wherein the Eximbank will provide insurance on heavy and valuable equipment transported abroad for performance of contracts.

Local Cost Financing. Local cost financing has been one of the most troublesome demands upon U.S. exporters. To assist American firms in achieving large and

important contracts, a program has now been approved that will help to provide local cost financing from various sources without a direct outflow of dollars from the United States (see story on p. 27).

Service to Commercial Banks. A series of programs has been adopted to assist and to work with private commercial banks. These include a free credit information service, a professional training program for young executives, and special assistance in marshalling consortium financing, when needed.

Improved Export Insurance. A special deductible policy has been developed and approved by the Eximbank and the Foreign Credit Insurance Association (FCIA) to reduce the cost and increase the usefulness of export insurance for major users.

Trade Promotion. A program of trade promotion has been undertaken in cooperation with the Department of Commerce for planning and active participation in trade fairs and exhibits in Mexico City, Bangkok, Tel Aviv, Madrid, and Osaka. This program will be continued and expanded.

Private Export Finance Corporation (PEFCO). Agreement has been developed with the Bankers Association for Foreign Trade (BAFT) to produce a joint agreement creating PEFCO, a massive consortium arrangement to finance major exports.

Agricultural Exports. Special attention has been given to agricultural exports, with increasing effectiveness.

Favorable Interest Rate. After a thorough examination and analysis, the Export-Import Bank has continued its direct credit interest rate at 6%.

Comprehensive Jet Aircraft Financing. A comprehensive policy and program to participate effectively in jet aircraft financing has been developed.

Seminar Program. A commercial bank seminar program, heretofore conducted on an *ad hoc* basis, has now been revised and programmed into a unified, planned arrangement to include regional meetings, state seminar programs, and commercial-bank-sponsored programs in various cities.

Special Industry Assistance. A series of special industry programs has been developed to explore in depth the financing needs and to develop specific programs of usefulness. These include: The National Cotton Council of America, the Electronic Industries Association, Machine Tool Builders Association, National Printing Equipment Association, Aerospace Industries Association, and others.

Inter-Agency Cooperation. Special cooperative programs have been developed with international institutions including: the International Bank for Reconstruction and Development, the International Monetary Fund, the International Finance Corporation, the privately-sponsored ADELA investment group, and similar organizations.

Financing Assistance Office. An export financing assistance office has been established to cooperate with banks, industries, or others who find difficulty in arranging satisfactory financing. The purpose is to combine the various resources and facilities to accomplish the major purpose.

Industry Discussions. A meeting has been scheduled with representatives of the major U.S. industries involved in exports to exchange experience and to stimulate interest in expansion of their export activities.

Advance Commitment Procedure. An effective advance commitment procedure has been adopted, including guidelines for borrowers, sellers and internal operational direction. It is intended that this development will significantly speed up case handling at all levels.

Administrative changes

Administrative changes include the following:

Directors. Agreement by the members of the Board of Directors to accept geographic and operational responsibilities.

Employee Exchange. The development of an employee exchange program between the Department of Commerce, Treasury Department and Eximbank.

Advisory Committee. The statutory Advisory Committee has been reconstructed, including a program of constant communication and quarterly meetings designed to create a true advisory capability.

Speed-up. The reporting procedure has been adopted to assure prompt and thorough consideration of all cases.

Revised Publications. A comprehensive series of pamphlets and explanatory material has been developed for internal and external use.

Collection procedures. A comprehensive and continuous delinquent account and loss recovery collection control program and procedure has been established.

Money Management. Procedures have been established to provide a greater element of money management, combining the resource availability of granted authority and current actions of the Board of Directors.

Overseas Representation. An overseas office has been established in Vienna to continue negotiations on the foreign bank guarantee program and other representation useful to the Bank.

Special Country Studies. A series of in-depth studies of key countries has been undertaken for the guidance of the staff and the Board of Directors. These include countries in which numerous applications are received or countries that are believed to be facing possible foreign exchange difficulties.

Sale of Assets. A comprehensive program to accomplish the maximum sale of assets has been undertaken. This includes exploration with potential foreign buyers, pension funds of major industries, insurance companies and trusts. Actual case-by-case negotiation will be undertaken by key members of the Eximbank staff.

Bank programs on which further work is underway include:

Resources and programming to support short-term financing of exports;

An assured and flexible source of funds to provide the backing for continuing programs of the magnitude needed;

A program to assist in developing consortium arrangements on major projects;

Reduction in the time required to process cases;

Revised accounting procedures;

A more adequate program for financing agricultural products;

A program to provide special attention to key geographical areas;

Revision and improvement of the export finance insurance operation and clarification of the Eximbank's relationships with FCIA;

The need for vastly improved communications and public awareness of Bank export financing activities;

Increased and improved working relationships with commercial banks, and

Development of PEFCO coordination and working relationship.

Eximbank advisers

A nine-member Advisory Committee of private individuals headed by Allan Shivers of the Austin National Bank, meets regularly with Chairman Henry Kearns and other members of the Eximbank's Board and executive staff.

Other members include: Stephen D. Bechtel, Bechtel Corp., San Francisco; Walker L. Cisler, Detroit Edison Co.; Gesualdo A. Costanzo, First National City Bank, New York; Nat Goldfinger, AFL-CIO, Washington; Kenneth P. Kinney, Northern Trust Co., Chicago; Dr. James A. McCain, president of Kansas State U.; J. Victor Herd, Continental Insurance Companies, New York; and Howard C. Petersen, Fidelity Bank, Philadelphia.

NEW SERIES OF REPORTS, 1964-68, PUBLISHED

U.S. share declines in many major world markets

U.S. exporters of manufactured products expanded their sales in 28 of 31 major importing nations from 1964 through 1968, but their share of imports declined in 15 markets, according to a new series of Market Share Reports released by the U.S. Department of Commerce.

The reports show that the total import market for manufactured products also increased in 28 of the nations over the five-year period. The U.S. share slipped in 14 of these expanding markets and in one declining import market.

From 1967 to 1968, American firms expanded their exports of manufactured products to 29 of the 31 countries—one more than in the 1964-1968 period.

Also, in 1967-1968 the total import market expanded in fewer countries than in the 1964-1968 period—25 instead of 28—but increases in U.S. market shares outnumbered decreases 19 to 12.

The reports enable U.S. firms to compare their own export performance against major competitor nations in relation to the total import market for a particular product in each of these countries. They can also be used to project future market prospects.

The Market Share Reports, a part of the International Marketing Information Service, are prepared from special computer runs designed by the Bureau of International Commerce's International Trade Analysis Division. The data are official statistics, as supplied by foreign countries to the statistical office of the United Nations.

The new country reports, covering 1,127 manufactured products, update tabulations previously issued for the same 31 countries. They are the first of 73 reports—four more than in the last series—to be issued in the 1964-68 country series early next year.

Market Share Reports also are available by commodity. Both country and commodity reports comprising the 1962-67 series were listed in the March 17 issue of INTERNATIONAL COMMERCE. The commodity reports are being updated for the 1964-68 series and are expected to be available in January.

The reports provide basic data needed by exporters and prospective exporters to:

► Evaluate overall trends in the size of markets for manufacturers.

► Measure changes in import demand for specific products.

► Compare the competitive positions of U.S. and foreign exporters.

► Select locations for distribution centers for U.S. products abroad.

► Identify existing and potential markets for U.S. components, parts, and accessories.

The report on Canada, for example, shows trends in that important U.S. market. U.S. suppliers shared in the expansion of Canadian imports of manufactured products from $4.9 billion to $9 billion in the five-year period, but the overall increase in the U.S. share from 76% to 78.9% of those imports is attributable primarily to the increase in U.S. shipments of various kinds of machinery and transport equipment. The U.S. share of imports in this category increased from 84.9% of $2.6 billion in 1964 to 87.4% of $5.6 billion in 1968. American exporters of basic manufacturers also increased their percentage shares of Canadian imports.

In the United Kingdom, U.S. exporters expanded their share of imports of manufactured products from 20% of $5.6 billion in 1964 to 20.5% of $9.1 billion in 1968. Their share of U.K. imports of machinery and transport equipment rose from 31.4% to 37.6% with over half attributable to aircraft and parts.

American firms scored well in the expanding Australian market, according to the report on Australia. They furnished 27.8% of the $2.2 billion in manufactured goods imported into Australia in 1964 and 29.5% of the $3 billion imported in 1968.

In Brazil, the U.S. share of imports of manufactures in the five-year period increased from 32.7% of $214 million in 1964 to 35.8% of $493 million in 1968, with over half the U.S. increase occurring in machinery and transport equipment.

Japan's total imports of manufactured products amounted to $2 billion in 1964 and to $3.5 billion in 1968. The U.S. share in that expanding market declined from 39.3% to 37.8% even though our share of machinery and transport equipment increased from 50.6% to 56.9%.

Each country report gives American businessmen the dollar values of the country's imports from the world, from the United States, and from eight other major trading countries, separately for each year from 1964 through 1968. The tabulations include total imports of all commodities, all manufactured goods, and groups of manufactures, such as chemicals, as well as imports of 380 subgroups (4-digit products) and 747 items (5-digit products) listed in the Standard International Trade Classification, Revised (SITC). They also include the U.S. percentage shares of imports in each case.

The reports may be obtained at 75 cents each from Sales and Distribution, Room 2119, U.S. Department of Commerce, Washington, D.C. 20230.

The following lists includes the identification (MSR) numbers to be used in ordering:

Australia, MSR 70-90003; Austria, MSR 70-90004; Belgium–Luxembourg, MSR 70-90005; Brazil, MSR 70-90007; Canada, MSR 70-90009; Denmark, MSR 70-90014;

Finland, MSR 70-90019; France, MSR 70-90020; Federal Republic of Germany, MSR 70-90021; Greece, MSR 70-90023; Hong Kong, MSR 70-90026; Ireland, MSR 70-90030; Israel, MSR 70-90031; Italy, MSR 70-90032; Ivory Coast, MSR 70-90033;

Japan, MSR 70-90035; Libya, MSR 70-90041; Netherlands, MSR 70-90045; New Zealand, MSR 70-90046; Norway, MSR 70-90049; Portugal, MSR 70-90054; Republic of Korea, MSR 70-90037; Singapore, MSR 70-90056;

Spain, MSR 70-90058; Sweden, MSR 70-90059; Switzerland, MSR 70-90060; Taiwan, MSR 70-90061; Tunisia, MSR 70-90065; Turkey, MSR 70-90066; United Kingdom, MSR 70-90069; Yugoslavia, MSR 70-90072.

April-June exports to East Europe up to $63 million

License approvals for 3rd quarter were also well above earlier levels

U.S. exports to Eastern Europe during the second quarter of 1969 totaled $63.3 million. The Department of Commerce's 89th Quarterly Report on Export Control said that this compared with exports of $39.3 million in the first quarter of 1969 and $49 million in the second quarter of 1968.

The report also showed an increase in the value of U.S. goods licensed for export to Eastern Europe in the third quarter. Figures on actual exports are available one quarter later than those for licensing.

License applications for $44.6 million worth of commodities were approved for export to Eastern Europe in the third quarter. This compared with $33.6 million approved in the second quarter and $36.8 million approved in the third quarter of 1968.

Exports to Eastern Europe represented six-tenths of one percent of total U.S. exports in the second quarter. Of these, the USSR received $26.7 million; Poland, $15.6 million; Romania, $9.2 million; and East Germany, $5.6 million.

Principal exports to the USSR were $6.9 million of nonelectric machinery, including metalworking machinery valued at $2.3 million. Other major exports to the USSR were hides and skins, $5.2 million; alumina, $4.2 million, and chemical woodpulp, $3.2 million. Exports to Poland included soybean oilcake and meal, $2.9 million; soybeans, $1.5 million; raw cotton, $1.7 million, and tobacco and tobacco products, $1.4 million.

Imports up, too

U.S. imports from Eastern Europe in the second quarter totaled $55.7 million, compared with $42.9 million in the previous quarter and $47 million in the second quarter of 1968. Imports from Eastern Europe also represented six-tenths of one percent of total U.S. imports for the period.

Poland supplied $29.3 million of the imports, more than half the total, principally in canned hams and pork. Imports from the USSR included chrome ore, diamonds, palladium and unwrought nickel valued at $9.8 million, and $1.1 million worth of undressed furskins.

Among the principal commodities licensed for export in the third quarter were ores, primary metals and minerals ($10.5 million, with $8.4 million to the USSR); machinery and heavy equipment ($7 million, with $5 million to the USSR); chemicals and chemical products ($4.7 million, with $2 million to the USSR); steel ($5 million, with $2.2 million to the USSR); scientific and electronic equipment ($3.4 million, with $2.2 million to the USSR); electronic computers, peripherals and data processing equipment ($4.6 million, with $2 million to East Germany and $1.3 million to the USSR).

License applications rejected during the third quarter amounted to $153,480, largely in the category of scientific and electronic instruments.

The 89th Quarterly Report on Export Control is for sale at 35 cents a copy by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or from any of the 42 U.S. Department of Commerce Field Offices.

Private Tunisian industrial and tourist enterprises get $10 million World Bank loan

The World Bank has approved a loan equivalent to $10 million to Societe Nationale d'Investissement (SNI), a development finance company in Tunisia, for loans and investments in private tourist and industrial enterprises.

SNI is the principal source of long-term loan and equity finance for private industrial and tourism enterprises in Tunisia. During the three years 1966-68, it assisted over 100 different companies with 34 equity investments and 93 loans totaling the equivalent of $18 million, often involving extensive marketing and financial counseling. When completed, the projects financed will account for more than half the amount of all private investment in manufacturing and tourism in Tunisia during 1966-68.

Recently SNI joined with IFC and other Tunisian and foreign investors in promoting the establishment of COFITOUR, a new investment company specializing in equity investments in and loans to hotel enterprises; SNI is the largest Tunisian institutional shareholder in COFITOUR.

SNI plans to expand further its financing activities and in 1969 its directors authorized the financing of public enterprises up to a limit of 25% of its portfolio. However, SNI will continue to direct the major thrust of its activities to the private sector.

Reinsurance outlay of $98 million in '68 was record for U.S.

Higher rates due to '65 hurricane, lack of new disasters aid foreign firms which assume U.S. risks

U.S. insurance companies made net reinsurance payments of $97.9 million to foreign insurers in 1968.

The term reinsurance describes the transfer by insurance companies of a portion of the liability they have assumed to other insurance companies, or reinsurers. The reinsurer receives a proportionate share of the original premium and shares in the payment of losses incurred by the ceding insurance company. The purpose of reinsurance is to make it possible for a single primary insurer to underwrite risks which it could not otherwise handle and to avoid large year-to-year fluctuations in its underwriting results.

In 1968 United States insurance companies paid $407.9 million in premiums for reinsurance purchased from foreign reinsurers and recovered $291 million in losses from them. The $116.9 million excess in 1968 of premiums paid over losses recovered, the highest this figure has been, is attributable in large measure to the absence of catastrophes of the magnitude of hurricane Betsy in 1965, which had caused catastrophe reinsurance premium rates to be increased.

Loss partially offset

The excess of premium paid over losses recovered was partially offset by net receipts of $19 million by United States reinsurers on reinsurance they sold to foreign insurers.

The 1968 net payments abroad were the highest since the Department of Commerce began its present system of recording insurance transactions in 1950. Net payments in 1965 had dropped to $8 million, from $50 million the year before, because of heavy receipts from foreign insurers as a result of Betsy's damage. Net payments in 1966 were $37 million and in 1967, $63 million.

Premiums for reinsurance purchased from British reinsurers accounted for 80% of the 1968 total.

Of the $170.6 million premiums received by U.S. insurance companies on reinsurance sold abroad, 65% came from Western Europe.

FRANCHISE SEMINAR at U.S. Trade Center in Tokyo was attended by 135 restaurant owners and suppliers. Above, mission member Norman Slater speaking.

Service industries mission to Japan reports brisk interest in business agreements; negotiations under way

Five executives of U.S. companies talk with counterparts in Tokyo and Osaka, find favorable prospects in both cities

Though the Japanese do not enter quickly into business agreements, the U.S. businessman who has patience and sensitivity will find a host of favorable prospects. . . . Western-style goods and services are becoming increasingly popular . . . Food franchising is a natural for Japan.

These are some of the findings of a U.S. trade mission recently back from a two-week stay in Tokyo and Osaka.

Several of its members returned to the United States carrying signed business agreements with Japanese firms. Other members have already scheduled appointments with visiting Japanese businessmen in this country to continue discussions initiated last month in the two cities abroad.

"The problem that faces each mission member is not whether he will be able to do business in Japan, but with whom he will decide to enter the market," says Charles H. Daly, director of the Commerce Department's first Service Industries Trade Mission. Daly is a specialist for service trades in the Service Industries Division of the Commerce Department's Business and Defense Services Administration.

The November mission was comprised of five executives of companies representing only a few of the more than 150 kinds of service industries in the United States: three, in the dispensing of "fast food"; one, offering a broad-coverage rental system; and one, a "packager of services" in engineering and construction. The members had as their objective the obtaining of mutually advantageous business between their firms and established companies in Japan, by joint venture or licensing agreement.

Daly points out several reasons for the Commerce Department's decision to send its first service industries mission to Japan:

► The country's gross national product, at $140.8 billion in 1968, is increasing more rapidly than that of any other industrial society.

► Tokyo has a population of 11 million—considerably larger than New York City (7.8 million). More than 40% of the Japanese people are concentrated in only 1% of the land area—circumstances favorable for efficient servicing at reasonable costs.

► The Japanese are spending more on consumer goods, more on food than ever before. What's more, there is a trend toward western-style foods. Also, as ownership of passenger autos increases—2.9 million in 1965, 5.3 million in 1968—demand for motels and fast-service restaurants will continue to increase.

► Japan has traditionally been a country of small shopkeepers, with many layers between manufacturer and wholesaler, between wholesaler and retailer; however, under the impact of urbanization and the shortage of labor, changes are taking place. The Government and many businessmen recognize that methods and technologies developed by the U.S. service industries, particularly those using the franchise system as it is found in the United States, are needed in Japan.

► Although the Japanese seek out new technology from abroad, they continue to do things the Japanese way. There is a getting-to-know-you period, a series of meetings, dinners, entertainment. (Daly refers to Tokyo's "expense account economy" and the estimates he has seen that more than $2 billion was spent there last year on expense accounts.) A specialized mission can help shorten the getting-to-know-you period.

$1 million worth of business

Each of the mission participants reported favorable prospects. Twenty-nine proposals from substantial Japanese firms are under consideration. One mission member, for example, estimates $1 million worth of business for his company within the next 12 months as a result of his participation.

Concluding some 130 scheduled appointments in the two areas during their business tour, plus a number of follow-up interviews, the mission members met with Japanese executives representing department stores, supermarket chains, restaurant and food chains, banks and private investors, supply companies, trading companies, construction firms, real estate companies, trade associations, and governmental organizations.

In Tokyo, the mission was briefed by the American Chamber of Commerce in Japan, an organization of more than 850 members, on the various aspects of doing business there.

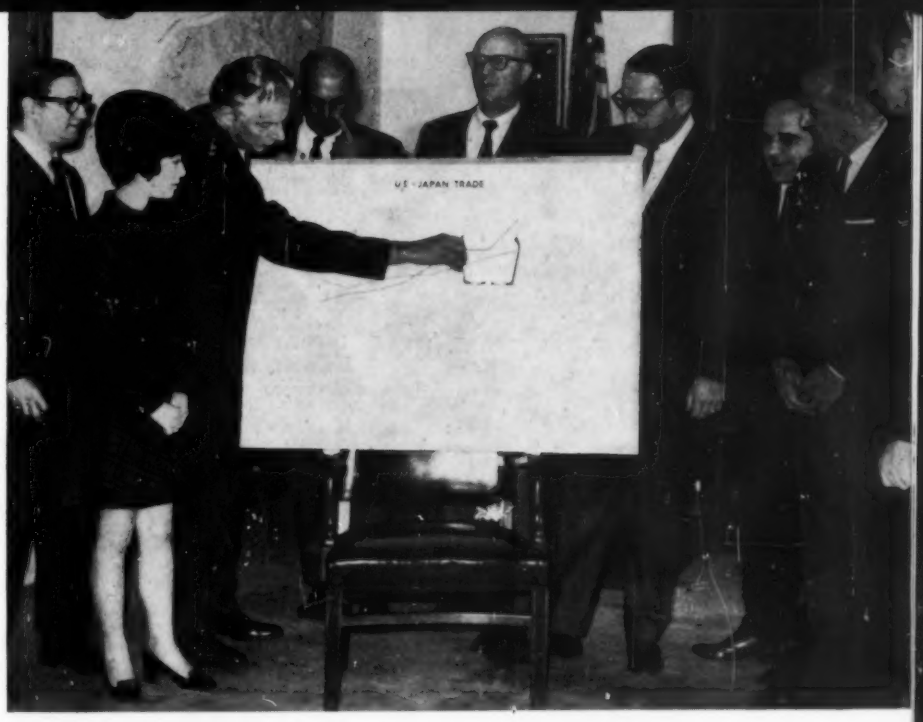
Robert Miller of Sanyo Scott Co., Ltd., chaired the meeting. Among the participants were representatives of such firms as Price Waterhouse & Co., Morgan Guaranty Trust Co., and Union Carbide.

Panel discussion

At the U.S. Trade Center, four of the mission members participated in a panel discussion, with eight leading food and restaurant leaders, sponsored by the trade publication, "Hotel and Restaurant." The same publication also sponsored a franchise seminar—attended by some 135 Japanese food and restaurant owners and suppliers—at which methods for developing and operating a franchise business were described and discussed.

In answer to specific questions from Japanese businessmen, the mission members stressed the flexibility of franchising arrangements; the importance of the man-to-man relationship in franchising as complementing rather than conflicting with traditional Japanese business methods; local purchase of supplies and importation of those available only in the United States; the maintenance of good, uniform quality made possible by franchising; and the advantages of U.S. specially designed equipment and management know-how.

A recent study by a Japanese bank, referred to at mission meetings, indicates that there has been an increase in franchise systems in Japan. The number of franchise systems is estimated at about 50 and franchises, about 5,000 at the end of June 1969. These systems cover only about 1% of the total retailers and restaurants. The



SERVICE INDUSTRIES MISSION was briefed in Tokyo by U.S. Ambassador to Japan, Armin H. Meyer (above, at chart). Others, l. to r., member Udell; mission secretary, Miss Chiga; members McLamore, Daly, Slater; U.S. commercial officer Wyatt Martin, Jr.; members Crawford and Feinstein.

IN OSAKA, U.S. group was first trade mission from any country to stay at newly opened Plaza Hotel. Below, Crawford, Daly chat with hotel president Ko Suzuki and J. Akita, gen. mgr., Asahi Broadcasting Co.

DURING TOKYO VISIT, mission members visited a food store in the Seibu group—which consists of some 90 companies operating more than 500 establishments in Japan. L. to r., members Slater and Daly; interpreter; S. Tanaka, Manager of Foreign Affairs, Seibu stores; members McLamore and Udell.

number of franchisors has doubled in the last 15 months, information provided by the study shows.

Improved distribution needed

Meetings with representatives of Japanese Government agencies brought out the need for improved distribution and retailing. One Japanese spokesman said, "The timing of your trade mission is right. . . . The Japanese consumer is in the process of changing his habits to many western tastes and procedures. The trade mission could bring to Japan much needed modern techniques in distribution and retailing.

"The consumer is now paying high prices because of the present inefficient distribution systems. Proper guidance by the trade mission companies in the operation of the concept of franchising will be appreciated.

"The Government desires to develop new techniques and systems that will permit the Japanese small retailer to operate more efficiently to provide improved services to the consumers. The Government, however, is aware that there are 1,400,000 small retailers, many of whom may resent change. So, therefore, the change must be made for their own benefit and the benefit of the consumer; but it is so important that the change be made with great sensitivity.

"The image of the U.S. businessman desirous of developing opportunities in Japan must not be one of an invader of the small business retailer's centuries-old methods, but of a supplier offering the small retailer new techniques to help his business prosper and also provide the consumer with the best service at lower costs."

Mission member **Norman Slater** is vice president of Dunkin' Donuts of America, Quincy, Mass. Slater, explaining his participation in the mission, pointed to his company's growth in the United States—more than 400 shops now and 500 anticipated by the end of 1970—and the "feeling that the time was at hand to start Dunkin' Donuts in some foreign countries."

"Where and how were large blocks to overcome," he added, as the new international approach became his assignment. Recalling that many past inquiries had come from Japan, and that recent news comment had indicated Japanese interest in franchising, his company began corresponding with some firms there—a "dragging, polite, ineffective situation in which no one seems to act and little gets decided."

Right decision

Then came the opportunity to join the service industries mission, and he was quick to accept. In retrospect, it was one of the best business decisions he ever made, he commented.

"There is a long term formality in Japan of making request for meetings, being checked out by the banks and credit agencies, and working one's way up. It can sometimes take a man six months to a year of pushing just to get to tell his story to the right ears. While I don't know any sure method of avoiding this red tape, I can attest to the fact that the trade mission opened up the right ears for us to begin with. We started every meeting at a point beyond the need to prove that we were successful, reputable, and knowledgeable."

"I doubt we could have gotten where we did on our own. Certainly the mission saved us months of time and expense."

"My advice to anyone interested in Japan is—go ahead. The market is big and alive and ripe for most American products and services."

Mission member **James W. McLamore,** president of Burger King Corp., Miami, which already has more than 500 restaurants in operation across the United States, said, "This mission offered me a chance to meet responsible Japanese businessmen—men in decision-making positions—that I am certain I could not have met otherwise. The results of our meetings have produced considerable interest in purchasing our goods and services and I feel confident that meaningful business relationships will be established."

M. C. Crawford is franchise director of the Carvel Corp., Yonkers, N.Y., which has more than 500 franchises; each makes its own fresh ice cream in multiple flavors. Crawford met more than 50 business leaders in Japan who were interested in his operation.

MISSION INTERVIEWS brought substantial proposals from Japanese businessmen. Here, James McLamore, Burger King, talks with prospective customer.

The Japanese people have developed a liking for ice cream, he found, and some of the businessmen had previously heard of his company's way of manufacturing and merchandising ice cream and ice cream products. They were interested that his firm had developed, patented, and currently manufactures its own freezers and related equipment.

"The mission gave my company the opportunity to meet groups of Japanese businessmen, who are prospects for Carvel sales agencies, under conditions which in my opinion could not be achieved except through a mission such as this," said Crawford. "I received two definite written proposals, and four appointments are scheduled in New York for January and February by the heads of Japanese firms to finalize contracts."

Robert Feinstein, vice president of United-Rent-All Corp., Los Angeles, with some 400 marts covering a variety of products, said of the service industries mission, "I can think of no better way for an American company to enter the Japanese market than by the way of this type of specialized mission."

Feinstein met with Kenzo Tange, chief architect responsible for the planning of EXPO '70. He also met with real estate agents who can be of major assistance in finding suitable locations in Japan, he said, adding:

"Many seem to feel the disproportionate land costs, among the highest per square foot in the world, will be a major detriment in establishing any franchise operation. This is a problem, but I believe it can be turned to our advantage by capitalizing on the extremely high density factor through some modification of the franchising pattern used in our country."

Donald L. Udell, vice president of the American Industrial Development Corp., Washington, D.C., packager of construction services and, the only nonfranchise member of the group, stated, "This mission opened doors to the top people in both Government and private enterprise who could not have been reached otherwise. To see everyone necessary to make business judgments in two weeks' time was made possible through the scheduling of meaningful appointments by the Embassy staff. Even if the answer to doing business is negative, the time saved is invaluable. After just two weeks in Japan, I have ten substantial business proposals."

Other specialized missions

The U.S. Service Industries Mission was one of a series of specialized, or vertical, missions launched this year by the Commerce Department's Trade Missions Division. A specialized mission is comprised of businessmen offering a compact range of related products or services.

Other products and services promoted through such missions this year—in the United Kingdom, Germany, Scandinavia, France, and Yugoslavia—are: electronic data processing, automotive maintenance and servicing equipment, restaurant and cafeteria equipment, and hotel and tourism equipment.

Recruitment has just begun for a second automotive maintenance and servicing equipment mission, this one to Germany next spring (see INTERNATIONAL COMMERCE, Dec. 15, page 6).

Also announced for next year, March 2-14, is a mission to Italy promoting pumps, compressors, valves, and fluid power equipment.

For additional information, **write:** Trade Missions Division, BIC-926, U.S. Department of Commerce, Washington, D.C. 20230.

HERE'S PROOF that Japanese enjoy western foods. Mission member Crawford of Carvel watches as young customers savor a popular American treat.

THE-GETTING-TO-KNOW-YOU PERIOD, so necessary for establishing business relationships in Japan, got off to a good start for the mission in Tokyo when Seibu greeted the members with a geisha party, below. At left, company's Deputy President Mori extends formal welcome to the U.S. group.

Agents get 9-point check

Building products export marketing manager tells how his firm makes choice

By PATRICK M. SWEENEY
Manager, Export Marketing,
Boise Cascade Building Products

How do you choose an overseas agent? Can you avoid making mistakes in a "marriage" with an agent? Are there any special guidelines you can use?

We at Boise Cascade Building Products think so. We don't choose our agents in a hit-or-miss way, but with calm, logical planning.

We've had some good help, too, from the U.S. Department of Commerce. One of our agents and three of our active accounts, in South America and in Europe, were originally contacted through Commerce's INTERNATIONAL COMMERCE magazine.

Since 1967, in choosing our overseas agents, we've used a special checklist. And we've found it works! Because now we have agents and sales outlets in Australia, The Philippines, Japan, Vietnam, Panama, United Kingdom, Norway, Sweden, Belgium, Germany, Holland, France, Italy, Saudi Arabia, Jamaica, Taiwan, Korea and Colombia, and also in the offshore sales territories of Puerto Rico, Guam and the Virgin Islands.

It's quite a line-up. And we've developed some fine business relationships with the type of agents we want to represent us. Our total sales overseas in 1968 were approximately $3,000,000 which is expected to double in 1969.

We find our check list applies to acquiring agents in any country. Here's the criteria we use in picking an agent:

1. **Country's product potential:** We consult Commerce's excellent reports and industry studies to get the answers to such questions as:

► What is the general trend in population?

► What is the current and projected per capita income?

► Is the trend toward single family units or multiple units of three or more families?

► What is the projection of wood-use growth in the recent past and future?

► What is the projection on increased labor cost?

► What are the opportunities for prefabrication or component building as opposed to total on-the-job construction?

► Is there a tendency toward large lumber distributors with many warehouses or toward small independent dealers?

► What is the feeling of the consumer toward increased use of wood in home construction?

► What other countries are in a position to supply the wood product requirements and their degree of sophistication?

We also consult commercial banks, foreign credit interchangers, get reports from people we know in the country, and make a personal trip to the country to get answers to the above questions. If we find the new housing situation is stagnant, with little or no building or remodeling going on, we may decide there is not enough market for building products.

2. **Country's financial position.** Basically, we try to determine whether the country is a good or bad investment risk. In checking out a country's financial climate, we draw information from many sources: The U.S. Department of Commerce provides facts and statistics of enormous value. Organizations such as the New York Commerce and Industry Association, Foreign Credit Interchange Bureau and the U.S. Chamber of Commerce can supply a wealth of reliable data.

Subscriptions to regularly published material, such as the Bureau of International Commerce provides, bring another outstanding source of information. Such news magazines as *U.S. News and World Report,* and specialized trade and technical periodicals also provide a continuous source of data on economic growth and responsibility.

An extremely important and sometimes overlooked source of information we rely on is the first-hand report from our agents and associates within each country. In addition to first-hand information, we subscribe to trade and financial publications originating in the areas of our activities.

There are, in addition, excellent spot reports and summaries offered by leading foreign commercial banks. Many of these banks are correspondents of the domestic banks we use constantly and the information they provide is readily available and sound in nature.

Sometimes political instability makes certain countries high credit risks. A few countries have a high protective tariff to protect their balance of payments. (Australia has a particularly high tariff although it's an extremely good credit risk.) We check the laws of a country, too, as certain laws make it difficult for a seller to collect payment. By and large, though, we find most countries are good credit risks.

3. **Sales and credit customs within the country.** We familiarize ourselves with these, as they can vitally affect a transaction. We don't, for example, like to do business in a country where the normal payment time is too liberal by the standards of our industry. This ties up our money for too long, when we could be doing something more profitable with the money. We also familiarize ourselves with special customs, such as in the United Kingdom, where importers must deposit a sum of money equal to 50% of the amount of payment in a bank in that country, then pay his bill, and eventually get his money back. We check to make sure our agents and his customers have the capital to put up such a deposit.

4. **Agent's knowledge of product line.** 99% of our agents handled wood products before they became our building products agent. For example: it is not hard to find a French agent who handled products from a former colony. The advantage in getting an agent who has been in a similar type business is his built-in product knowledge. The same agent can handle effectively products from the major sources of the world including the U.S. It's the difference between hiring an inexperienced and an experienced employee. The experienced one can take over without retraining. Also quite often a wood prod-

Mr. Sweeney, who has written this article for International Commerce readers, is a graduate of Puget Sound University, Tacoma, Wash., and the American Institute of Foreign Trade, Phoenix, Ariz. He has worked in Brussels, and now has offices in Portland, Ore. Boise Cascade, with headquarters in Boise, Idaho, manufactures building products, factory-finished homes, paper and office supplies.

ucts agent will handle a paper line. That fits in well with Boise Cascade because we make paper and sometimes our building products agent can handle paper products, too, thereby enabling us to ship a joint order, cutting down on shipping costs. The idea is to select an agent who can run with the full present product line and fit as well as possible into expected growth patterns. We have found this to work very well in the U.K., Holland, Denmark and Germany.

5. **Agent's financial position.** Before we check out an agent's financial position, we let him make a couple of sales for us. We don't take a risk because we require a letter of credit. If the agent seems a good producer, we then look into his financial background by asking him for a financial statement. We also have our bank check on him with their branch bank in that company; we check him out with the U.S. Department of Commerce and Dun & Bradstreet; and we get the opinions of people who have done business with him. Although it costs only about $40 or $50 to check on a man financially, we don't do it until we are about sure we want our relationship to be a permanent one.

6. **Agent's effective sales area within a country.** We would prefer to have just one agent within a country. Generally, this agent has several offices throughout the country, with field salesmen working for him. That way he can effectively cover a country. In one country we went contrary to our usual policy and established an agent with only one office and no field salesman. We found this limited coverage kept us from making as many sales as we might and therefore revised our relationship.

Prior to forming a sales representation agreement we have a "gentleman's agreement" with an agent that he handle only our building products, not a competitor's building products. However, in certain countries, we may distribute some building products, but, for example, we might not distribute some kinds of lumber. In that case the agent is free to handle lumber made by one of our competitive companies, so that he can meet the building demands that give him sales opportunities in his country.

7. **Promotional ability.** We look for an agent who is willing and able to actively promote our products. As an example, we had a display in a trade show in Japan this March in cooperation with the U.S. Department of Agriculture and the U.S. Department of Commerce. Our agent took an active part. He worked with a local designer to make an attractive display; he manned it (with the help of one of our group from the United States); he distributed literature; and he took care of requests and got samples for people who contacted him with a special interest in our products. We had a display in the U.K. as well, where the same procedures were used.

Another way our agent helps us promote our building products is to help us get our brochures translated. One example: we have our Rough Sawn Philippine Mahogany Siding brochures printed in this country, leaving the space for the copy blank. Our agent will have a local in his country translate it properly and then have it printed. Because our company is only 12 years old and we need to get Boise Cascade's name known abroad as a major manufacturer of building products, he'll actively distribute this brochure and other literature.

8. **Willingness to work on a trial basis.** Some agents want us to make a firm contract with them as soon as we begin a relationship. However, we do not do this. We don't want him to get hurt, nor do we want to get hurt. So we have trial period of six months to a year cancellable upon notification. Then if we both like this working arrangement, we work out a more formal agreement. The percentage of agents we make contact with and who want to sign a contract after a trial period? Almost all. You see, we're pretty selective about whom we are willing to take on in the first place.

9. **Ability to enter into a firm agreement at the conclusion of a trial test period.** Before we even have a 'trial run' with an agent, we have a clear understanding with him that if the trial period is mutually satisfactory, we would be interested in exploring an exclusive limited contract with him. He must be willing to agree to no longer work on a day-to-day basis, so that he could bow out on short notice. By the same token, we assure him that, as long as his performance is satisfactory, we will let him represent us exclusively with the products he has proved productive in.

When all the above points of our check list have been met, we negotiate a contract. And so far, it's been good business for both our agents and ourselves.

WELCOMING A PACIFIC AREA TRADE MISSION at Boise Cascade's Independence, Ore., mill was Ed A. Stamm (second from left, in left photo), international marketing manager in the firm's timber and building materials group. Jose E. De La Rosa (at right in left photo) is president of the Philippine Chamber of Wood Industries, sponsor of the mission. Bren Z. Guiao, executive secretary of the chamber, is at left in right photo. The group visited the plant last June.

Sales of nuclear plants abroad topped domestic total for first time during '69

Exports of nuclear materials expected to be well above 1968 levels; newly-authorized enriching process boosts shipments of special items

Sales of U.S. nuclear power plants abroad surpassed domestic sales for the first time during 1969, with at least ten U.S.-type power plants ordered by foreign utilities through November.

Exports of nuclear materials for 1969 are expected to be well above 1968, with figures for the first six months of 1969 already approaching 1967 and 1968 annual totals.

According to *The Nuclear Industry*, an annual publication of the Atomic Energy Commission, exports of reactor components in 1968 were close to half again as high as in 1967, and exports of isotopes were more than twice the 1967 level. However, a substantial drop in exports of special nuclear materials resulted in an overall total for exports in 1968 only slightly above 1967.

Exports of special nuclear materials were expected to rise significantly in 1969, as the effects of toll enriching of fuel for U.S.-type reactors abroad begins to be reflected in Bureau of the Census reports. Toll enriching, which was permitted beginning Jan. 1, 1969, is resulting in the importation of uranium from abroad, its enriching here, and the subsequent export of enriched uranium as hexafluoride, oxide, or in some cases as fabricated fuel elements. Exports of this uranium in the first six months of 1969 ($37.5 million) had already exceeded the 1968 total.

The Atomic Energy Commission has signed 16 contracts with overseas organizations under its new toll enrichment policy with a value of nearly $400 million. However, interest continued in both Japan and Europe in regard to building their own enrichment plants, says the 338-page report.

Since early in 1955, the State Department and the Atomic Energy Commission have negotiated bilateral agreements for cooperation with other countries. These agreements are undertaken to increase the worldwide level of peaceful nuclear energy activities; to provide for making assistance available to other countries; and to speed peaceful nuclear applications in friendly countries to strengthen these countries economically and technologically. The United States currently has 33 agreements with 29 nations and with the IAEA and Euratom. Under the terms of these agreements, this country has made available nuclear research tools, including research reactors, and nuclear fuels for both research and power reactors, and information on the various peaceful applications.

The Nuclear Industry can be ordered from the Superintendent of Documents, U.S. Printing Office, Washington, D.C. 20402, for $2.50.

Loans will create $51 million in U.S. exports to Korea

AID, Eximbank support helps equip thermal power, oil topping plants

U.S. private investments of $41 million in thermal power and oil topping plants which will increase South Korea's available electric power will be guaranteed by the Agency for International Development.

AID and the Export-Import Bank—which is providing $10 million in loan financing—will require that at least $51 million is used for procurement of U.S. goods and services.

The guarantees, which assure repayment of private loans for development projects, are part of AID's incentive programs designed to stimulate private investment in developing countries. This is the largest single extended risk guaranty ever agreed to by AID. Specific risk AID guarantees on this project will amount to about $100 million.

The industrial plants will be built and operated by the Kyung In Energy Co. Ltd., a private Korean company whose ownership is shared equally by a subsidiary of Union Oil Co. of California, and Korea Explosives Co., Ltd., a Korean firm.

U.S. banks whose loans of $4.1 million will be guaranteed by AID as to repayment are the Bank of America, the leader of the group, the Bank of America National Trust and Savings Association, the Security Pacific National Bank, the Crocker Citizens National Bank and Wells Fargo Bank (N.A.).

U.S. institutions whose loans of $36.9 million will also be guaranteed by AID are the Connecticut General Life Insurance Co., Teachers Insurance and Annuity Association of America, Bankers Life Co., The Mutual Life Insurance Co. of New York, New York Life Insurance Co., Western and Southern Life Insurance Co., The Life Insurance Co. of Virginia, The Franklin Life Insurance Co. and Northwestern National Life Insurance Co.

Principal and interest at 9¼% will be payable in U.S. dollars.

London firm loses U.S. export rights

Failed to account for disposition of strategic electronic equipment

Southern Car Radios Ltd. of London, a firm engaged in the sales and servicing of motor car radios, and its principal official, Arthur E. Kerbey, have been denied access to U.S. exports for an indefinite period for failing to account for the disposition of U.S.-origin strategic electronic equipment.

In October 1968, as the result of an order placed by the firm, it received from a subsidiary of a U.S. company strategic electronic equipment of U.S. origin. In order to obtain the U.S. equipment Kerbey represented that the firm would use it for testing purposes and that it would not be resold outside England.

The Investigations Division of the Office of Export Control in the Commerce Department's Bureau of International Commerce (BIC) is seeking to learn the whereabouts of the equipment or its disposition in order to determine whether violations of the U.S. Export Control Regulations are involved. Written questions were submitted to the company and Kerbey inquiring as to the location or disposition of the goods. They failed to furnish the information.

In accordance with U.S. export control regulations, the order was issued whereby the parties are denied access to U.S. exports. The order will remain in effect until the information is furnished or good cause is shown for failure to do so.

Air treatment equipment show in Milan scheduled for March at Trade Center

Expenditures for air and gas analyzers and filters increasing; 30% of $14 million market for these products spent on imports last year

The Italian industry's rapid growth and increasingly sophisticated production techniques have opened up a potentially rich market for U.S. industrial air quality treatment equipment and instrumentation.

To give American manufacturers an assist in promoting the latest air quality treatment equipment, the U.S. Department of Commerce is sponsoring an exhibition Mar. 1-8 at the U.S. Trade Center in Milan.

Featured in the show, which will be staged by the Department's Bureau of International Commerce, will be air processing equipment, advanced filters and filtration equipment, and air quality instrumentation.

A recent Department market survey shows an approximate 24% increase in expenditures for air and gas analyzers from 1966 to 1968. For air and gas filters, the increase is about 11.4% during the same period. Total approximate expenditures in 1968 for these two products categories was more than $14 million dollars, with almost 30% going to imports.

Factors aiding market

According to the survey, a number of factors contribute to Italy's growing market for air quality products. Among them are:

Legislation designed to reduce air pollution by heating facilities and industrial plants. A 1966 law requires that all installations generating smoke be equipped with air and gas control and measuring devices.

The importance of clean air in the manufacturing of new products, particularly in the electronics and pharmaceutical industries.

And the increasing demands of organized factory workers and citizens' groups for cleaner environmental air.

Sales potential for U.S. manufacturers is considerable. The market survey reports that there is no Italian production of equipment such as smoke samplers and micropore membrane filters. Due to limited domestic production, imports must supply at least 50% of the compressed air and milipore filters needed by industry and government.

Governmental demand is also expected to increase for computer-oriented air velocity, humidity and temperature instrumentation and monitoring equipment used in the control of environmental air and in meteorology.

Sales prospects

Sales prospects in the Italian market, as identified by market research, are for the following products:

► Air processing equipment: industrial air cleaners; dust collecting systems; absorption equipment; humidifiers and dehumidifiers; collectors—dry, wet, dust, grit, mist; diffusing equipment; dryers; burners.

► Air quality instrumentation: air and gas analyzers; aerosol samplers; temperature and humidity instrumentation; colorimetric devices; photometric devices; dust and particle instrumentation; air gages; air samplers; air monitoring systems; gas detectors; smoke meters; smoke samplers.

► Advanced filters and filtration equipment: micropore filters; milipore filters; compressed air filters.

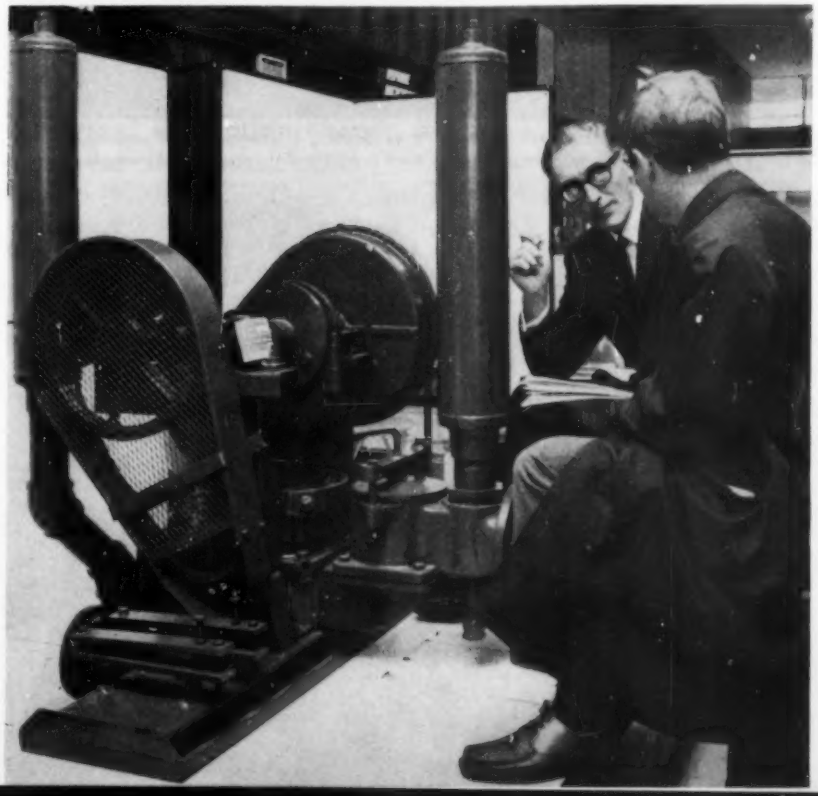
► Miscellaneous equipment and supplies; clean rooms, cabinets, and benches; odor control equipment; deodorizing chemicals; gas control and safety equipment.

The Milan exhibition of industrial air quality treatment equipment will be the first in the Commerce Department's overseas Trade Center program to feature the full range of these products. An exhibit of environmental pollution control equipment in the Stockholm Center, Oct. 15-21, included some air pollution equipment. Thirty-six U.S. firms wrote $79,199 in sales at the show and estimate $4.6 million in first year orders. Four agents were signed.

A market development campaign prior to the show will assure U.S. exhibitors of a large attendance of qualified buyers, agents and distributors.

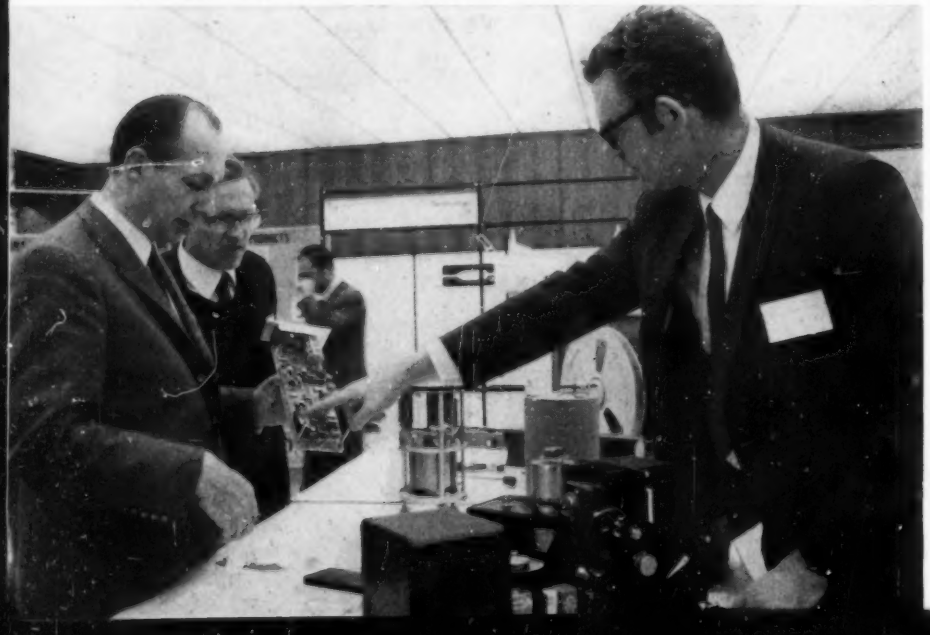
Manufacturers of industrial air quality equipment may obtain an Exhibitors Export Market Guide IMIS 69-74 and additional information on the Milan exhibition from the U.S. Department of Commerce (BIC-944), Washington, D.C. 20230 (202-967-5351), or any Commerce Department Field Office.

ENVIRONMENTAL POLLUTION EQUIPMENT was exhibited in October at the Stockholm Trade Center. Thirty-six American companies participated, signed four agents, and are predicting $4.6 million in sales.



DESK TOP COMPUTER SYSTEMS by Wang Laboratories are being demonstrated by a Wang official, above, to visitors. Below, oceanographic equipment is under discussion by the representative of Techmation, GmbH, a German agent representing seven U.S. firms which specialize in oceanology equipment.

THE RFT-250 STRONG MOTION ACCELEROGRAPH by Geotech, a Teledyne Co., is explained by E. R. Bryan, right, while visitors examine its components. More than 25% of the show's visitors were non-German.



German scientific exhibition estimates $3.1 million in sales

Three-hundred geophysicists met in Frankfurt for the Geophysical Equipment Exhibition and three-day symposium at the U.S. Trade Center Dec. 1-5. When the show closed, $215,646 in orders had been confirmed and $3.1 million in first year projections were being made.

The program for the symposium included 15 papers covering all areas of geophysics. Sessions were presided over by professors from German universities and technicians from several exhibiting firms. Attendance at each session averaged 100 scientists.

Among the 19 exhibitors who represented 28 U.S. companies, Geotech, a Teledyne Co., reported exceptional sales. The Garland, Tex. firm wrote $70,646 in orders at the show and predicts an additional $500,000 in post show orders for the next 12-month period. Geotech displayed seismometers and a variety of recording and other scientific instruments. They also appointed two agents during the show and were negotiating with another candidate after it ended.

Expecting $400,000 in first year orders is Globe Universal Sciences, Inc., Midland, Tex. Company officials indicate the exhibition had led to new contacts in Yugoslavia, Turkey and France. Another firm, Bolt Associates, Inc., Norwalk, Conn., is estimating $200,000 in orders.

Exhibitors not mentioned above are: Barringer Research, Inc., Toronto; Bendix International, New York; Bison Instruments, Inc., Minneapolis; Dresser Associates, Inc., SIE Division, Houston; Eastman Kodak Co., Rochester, N.Y.; Fortune Electronics, Inc., Houston; GeoMetrics, Palo Alto, Calif.; Hydro Products, San Diego; Indel, Inc., Tulsa, Okla.; Input/Output, Inc., Mandrel Industries, Inc., Electro-Technical Laboratory Division, and Mark Products, Inc., all of Houston.

Meteorology Research, Inc., Altadena, Calif.; Ocean Applied Research Corp., San Diego; Ocean Research Equipment, Inc., Selmouth, Mass.; Pioneer Instrument, Inc., Division of Alpine Geophysical Associates, Inc., Hanover, Mass.; EMR/Schlumberger, Minneapolis; Scintrex, Inc., Tonawanda, N.Y.; Statham Instruments, Inc., Oxnard, Calif.; Troxler Electronic Laboratories, Inc., Raleigh, N.C.; Varian Associates, Palo Alto; Wang Laboratories, Inc., Tewksbury, Mass.

Tokyo Trade Center will host exhibition of advanced protection equipment in March

Security, safety and fire protection, prevention devices in demand due to EXPO '70, rising fire, accident, crime rates, commercial growth

Growing is size and complexity, Japanese industrial and commercial establishments have an increasing need for security and safety equipment. Rising crime and fire occurence rates have caused official and private concern, resulting in greater use of fire and police prevention equipment.

A U.S. exhibition of security, safety and fire protection equipment is planned Mar. 23-28 at the Tokyo U.S. Trade Center to tap this growing Japanese market for modern, advanced devices in these fields by industry and government agencies.

The exhibition, to be staged by the U.S. Department of Commerce's Bureau of International Commerce, will offer U.S. manufacturers an opportunity to exhibit in a market estimated at $75 million in 1967.

The need for advanced security and protection devices based on 1967 records stems from a 10% increase in fires, a 20% increase in auto accidents and the rising scale in nature of crimes committed, although the number of crimes did not increase. Robberies and major fires are causing demands among banks, hotels, restaurants, theaters and other public places where people meet or where large amounts of money are held.

Official Japanese agencies such as police, fire and defense departments have expressed a strong interest in seeing the latest U.S. equipment. These agencies are not required to purchase Japanese equipment and devices.

Another factor in this exhibition is the large number of tourists which are expected at Osaka and Tokyo in connection with EXPO '70, which will be held from mid-March to September 1970, and has resulted in increased interest by public officials and businessmen in crowd control, traffic safety and fire prevention equipment.

Equipment which has been recommended as most in demand by Japanese buyers includes the following:

Police equipment: detecting systems, vans for repairing traffic equipment, identification and apprehension equipment, portable speakers and crowd control devices.

Industrial security equipment: intrusion detection and alarm systems, parking lot access and surveillance equipment, credit card validation equipment, data and paper destruction equipment, transceivers and other advanced equipment for watchmen.

Fire Protection equipment: smoke eliminating devices, fire alarm devices and systems, sprinkler systems, portable fire extinguishers and chemicals, oxygen masks and air sampling devices, vehicles and specialized fire fighting equipment for underground shopping arcades.

Safety Equipment: Personnel protection equipment including goggles, gloves and clothing, machinery safety equipment.

This will be the first Commerce-sponsored exhibition to include security, safety and fire protection equipment in Japan. A June 12-16 exhibition in the Milan Trade Center featuring industrial and public security equipment by 35 U.S. exhibitors representing 55 American companies wrote floor orders totaling $504,400. First year sales are estimated at $6.1 million, setting the Milan Trade Center's record high for future sales. Ten agents were signed during the show and 58 were under negotiation at its close.

U.S. manufacturers and suppliers interested in the March exhibition should contact the U.S. Department of Commerce (BIC-936), Washington, D.C. 20230 (202-967-5286), or any of the Department's 42 Field Offices.

Filtration, separation show open for U.S. participation

FILTECH '71, the fifth International Filtration and Separation Exhibition, is planned for Olympia, London, Sept. 28-Oct. 1, 1971, and is open to interested American companies.

The last FILTECH, staged Sept. 23-26 in London, featured 81 exhibitors from the United Kingdom, U.S., the Netherlands, USSR, Switzerland, France and Germany. More than 500 delegates also registered for the conference titled "Choosing the Right Equipment".

Held every year, the event is sponsored by the magazine "Filtration & Separation" and is organized by Filtech Exhibitions Ltd.

Write: FILTECH '71, 1 Katherine St., Croydon, Surrey.

Swiss plan 1970 exhibition for hardware, house items

An international trade fair for hardware, tools and household goods, INTERFEREX '70, is scheduled Sept. 6-8, 1970, in Basel, Switzerland.

Products for display include: hardware and tools, such as iron goods, builders' and furniture fittings, woodworking tools, do-it-yourself supplies, electrical appliances and civil defense supplies; household goods and gifts including kitchen equipment, crystal and silver, luxury goods, glass, wicker furniture and ceramics; garden, camping and sports equipment; miscellaneous supplies ranging from hotelware to store installations; and new goods such as manuals, books and trade journals.

During the last INTERFEREX in September 1968, more than 1200 companies from 25 nations mounted displays in eight exhibition halls.

U.S. manufacturers and suppliers may obtain more information on this event from INTERFEREX Ltd., Talstrasse 66, CH-8001 Zurich.

Tokyo will have spring fair for furniture and interiors

The first World Furniture & Interior Fair, sponsored by the Federation of all Japan Furniture Associations, will be held Mar. 16-21, 1970 in Tokyo, and is based on all Japan furniture fairs which have been held annually for the past 13 years.

All types of wooden and metalic furniture and associated products and interior decorations from manufacturers around the world will be appropriate for exhibiting.

Additional details are available from: World Furniture & Interior Fair, 5-3, 1-Chome, Kitaueno, Daito-Ku, Tokyo.

Vicenza fair will feature gold, silver, jewelry items

Manufacturers of jewelry, jewelers' machinery and silverware may exhibit in the Vicenza Exhibition of Gold, Jewelry and Silverware in Vicenza, Italy, Jan. 25-Feb. 1, 1970.

The fair, which will be staged for the 18th time, was held last Sept. 7-14, and attracted 300 firms and 50,000 visitors. The main product categories from the fall show included gems, pearls, primary jewelry materials, machinery and manufacturing equipment.

For additional information on this event, contact the fair's organizers: Mostra Naziohale dell'Oreficeria, Gioielleria e argenteria, Ente Fiera di Vicenza, Italy 36100.

Worldwide Business Outlook pages 18-25

CURRENT BUSINESS DEVELOPMENTS IN BRIEF: **Brazil's** exports through September were running more than 19% ahead of their 1968 pace and the good showing is expected to continue at least through the end of the year, resulting in a 20% export rise in 1969 to an all-time high of more than $2.25 billion. Encouragingly, the gain for the first nine months was almost entirely in non-coffee exports, which, together, were up 37% from the 1968 level. . . . The Government of **Iran** has announced the removal of restrictions on the importation of synthetic fibers (excluding nylon) and air and oil filters for combustion engines (excluding industrial filters). . . . **Germany** and the United States continue to trade investments. The Georgetown Steel Corp. of Georgetown, S.C., a subsidiary of the German Korff steel group, has started production in the first German-owned steel plant in the United States. The plant is capable of producing 300,000 metric tons per year and employs 400 people. The Foxboro Co. of Foxboro, Mass. has set up a subsidiary in Dusseldorf, the Foxboro Deutschland G.m.b.H., to sell and service the parent company's measuring and control instruments. . . . Plastic products made from expanded polystyrene will be introduced in **Argentina** by IPAKO Industrias Petroquimicas Argentinas Koppers S.A. The products will be manufactured at the firm's Florencio Varela works.

Israel prime U.S. market

Commercial Attache outlines extremely favorable prospects for U.S. business

By CHESTER E. NORRIS, JR.
Commercial Attache, U.S. Embassy, Tel Aviv

Israel continues to present an extremely favorable outlook for U.S. commercial and investment interests for 1970.

The United States maintained its role as Israel's largest single supplier in 1968. Israeli gross imports from the United States rose 25% from 1967 to reach $278.5 million. Commerce Department figures for the first nine months of 1969 indicate that U.S. exports to Israel amounted to $275 million—only $3.5 million below the record level for all of 1968. It may be assumed, therefore, that U.S. exports for the whole year of 1969 will substantially exceed $300 million.

The current boom which began after the Six-Day War has so far been accompanied by relative stability of wages and prices. Total merchandise net imports to Israel in the first nine months of 1969 were up by one-fifth to $906 million. Net exports, on the other hand, grew by some 12% to $504 million. The result was an increase in the trade deficit from $303 million in the first nine months of 1968 to $402 million in 1969.

While not matching the anticipated 1969 level of approximately 10%, the growth rate in Israel's total output is likely to remain high in the coming year. This means that imports will continue to increase, since their level bears a direct relationship to the growth in GNP.

Israel's growing balance of payments deficit has not been matched by equivalent increases in capital inflows. This has resulted in a running down of free foreign exchange reserves to approximately $500 million. The rapid decline in reserves is a matter of increasing official concern.

The growing trade and payments deficit coupled with a high level of domestic demand have led to widespread anticipation among Israeli businessmen that actions are likely to be taken to cool down the boom. Among the policies believed to be under discussion are: fiscal policy measures to slow down the rise in demand; tighter monetary policy; continued wage restraints; and perhaps some actions to curb the growth of imports.

Of longer run interest to U.S. traders are the current negotiations between Israel and the Common Market for a preferential trade arrangement. The exact nature of the pact to be negotiated is still not clear, but results are likely to have an impact on the future direction of Israeli trade.

ISRAEL'S ECONOMIC BOOM is expected to continue for the foreseeable future, and the chemical processing market is particularly promising for U.S. firms. Below, evaporation tanks at Dead Sea Potash works.

Top buying potential

Israel's main buying potential, in industrial equipment, lies in the following three areas:

- The Government of Israel—through fully owned enterprises (for example, aircraft industries), subsidiaries and joint ventures;
- The cooperative business area, through "Hevrat Haovdim", a holding company

which controls numerous large industrial concerns (Koor) and subsidiaries, and

- The private sector and its large industrial enterprises.

All these bodies fully realize that in order to get a bigger share in the highly competitive world market, they must keep abreast with modern technology, which requires continuous investment in sophisticated machinery and equipment. The industries which may in the foreseeable future offer substantial sales to U.S. suppliers are described below.

Metalworking equipment. In line with Israel's stated intention to step up its metalworking industry there continues to be a strong demand for more advanced, automatic and higher precision equipment. Sophisticated machinery such as numerically controlled lathes, boring and milling machines are highly preferred.

It is expected that the metalworking field will buy equipment worth millions of dollars, well over previous annual purchases. This is illustrated by the fact that the $10.7 million worth of imports of metalworking machinery during the first six months of 1969 were double those of the same period in 1968.

Moreover, it should be noted that the Israel Aircraft Industries' purchasing program for capital equipment and major components during the years 1970-72 is expected to exceed $50 million. This indicates that the move is already on and will accelerate during the next few years.

Chemical processing equipment. This industry has become one of highest importance to the Israeli economy and is slated for major attention in investment planning. The Government owns the largest complex, Israel Chemicals Limited (ICL), with six subsidiaries which are in an advanced stage of consolidation with the eventual aim of transferring majority ownership to private interests. Although there are about 100 plants which produce a variety of products, from pesticides and fertilizers to pharmaceuticals and cosmetics, there are few large plants. Expansion and new construction programs are under way. It is estimated that planned projects for the next few years will bring a total investment of about $200 million. Best sales opportunities can, therefore, be found in those areas of unique U.S. features in the field of chemical processing.

Tourism. This industry represents a major source of foreign exchange and the Israelis are making every effort to provide accommodations for the growing number of people arriving in Israel every year.

Because of the importance in attracting foreign currency, hotels are granted favored status as an export industry and can import equipment and supplies free of duty. The Government of Israel is offering every possible encouragement to investors by providing loans of up to 55% of the total investment at low interest rates, as well as development grants for new developing areas in which the hotels are to be built.

Because of the severe strain on existing hotels, seven hotels have announced expansion plans, 18 new ones are being planned, and an additional 15-20 are seriously considered for construction through 1971. Total investment for the hotel program through 1975 is estimated at $100-$120 million, of which about $30 million would be required for equipment and furnishings. A major portion of this equipment could be supplied by U.S. manufacturers, who stand an excellent chance of securing a large portion of this multi-million dollar market.

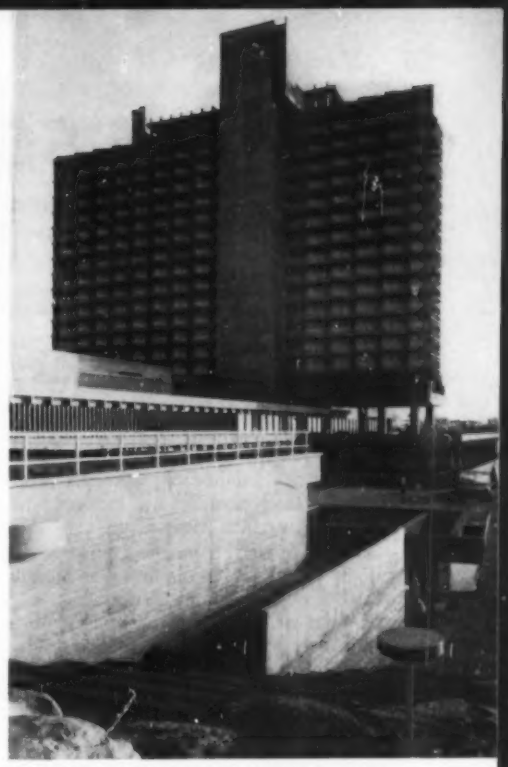
Science-based industries. This is a fast-growing branch of the Israeli economy. The Government promotes the development of this branch through the National Council for Research and Development. Scientists and research workers from the Weizmann Institute, universities and technical institutes provide the manpower for this industry. The number of enterprises in this field has more than doubled to 50 since 1966.

This year $4.7 million is being invested in industrial research in the fields of electricity, electronics, chemistry and food products. Emphasis in this branch is on production planned for export. This field presents opportunities for U.S. businessmen since it receives protection and financial support from the Government.

Electronic equipment. As one of the science-based industries, electronics production will receive increasing attention. It is estimated that by 1980 the electronics industry in Israel will have increased its annual volume of business from the current $37 million to $290 million. The range of products will include domestic consumer equipment, and medical and telecommunications items. Several U.S. firms are already active in this market through investment and/or know-how agreements, and in selling equipment through agents. Equipment of interest here should be the very latest type that fits into such an expanding program.

Successful U.S. exhibits

The American Pavilion in the 1968 Tel Aviv International Trade Fair featured metalworking machinery, food processing and packaging equipment. The fair participation was very successful, as sales exceeded expectations. The Department of Commerce returned to mount its own Solo Exhibition in October, featuring metalworking machinery, hotel and catering equipment, chemical processing and medical/surgical equipment. Off-the-floor sales during the six days of the exhibition totaled $1.5 million, and the twelve-month sales projection of machinery and equipment is $7.35 million.



SEVERE STRAIN ON TOURIST HOTELS has led to plans for expansion of seven and building of 18. Fifteen to twenty more new ones are being considered. Above, the Tel Aviv Hilton.

Sales at these exhibitions indicate that there is a ready market in Israel for American businessmen, who can supply the advanced, sophisticated equipment Israel needs for its development.

The Department of Commerce will again sponsor a U.S. pavilion in the 1970 Tel Aviv International Trade Fair. This time it will feature Israeli representatives of American firms.

During the past years substantial business has been lost by American suppliers in favor of foreign competition, due to three main reasons: Substantial price differential, unfavorable delivery terms, and lack of attention to the market.

The impression of the Israeli businessmen is that many U.S. companies are interested in export only as a sideline. They may set up an export division to quote prices, but will not adjust equipment to suit the foreign market. None of these deterrent factors is insurmountable, and in many instances future sales can be considerably improved if American exporters will approach the Israeli market with understanding and flexibility.

Danes seek more stability

Economy is doing well now but short-term cyclical swings impede long run progress

The Danish economy, activated by export growth and expanding domestic demand, is expected to record a growth rate of 6% in constant prices for full year 1969. The semi-annual Economic Trends Report from the U.S. Embassy in Copenhagen points out that this expansion is leaving problems in its wake, aggravating the country's balance of payments problems and strengthening the tendency toward short cyclical movements.

Danish imports from the United States rose by only 2.3% in the first nine months of 1969 over the same period last year, to a level of $213 million, while exports climbed by 15.1% to $179 million.

Imports of agricultural raw materials from the United States continued to decline throughout 1969, particularly grain, which dropped to approximately half of last year's level. As Denmark harvested another bumper grain crop this year and stocks carried over from last year are exceptionally large, the downward trend in imports may be anticipated to continue in 1970.

Imports of oilcakes fell roughly 25% in 1969, with no prospect of early improvement in view of an anticipated reduction in livestock numbers and efforts to increase domestic production of protein fodder. Accomplishments in the latter field thus far, however, have reached only small-scale proportions. The trend in imports of oilseeds also continues to point downward but to a less conspicuous degree.

Imports of petroleum products, which were exceptionally large in 1968, have since dropped sharply, and textile fibers have also fallen off substantially, while imports of raw tobacco have declined only moderately from last year's high level.

In contrast, iron and steel showed a steep rise consistent with the overall trend in imports from all sources. Imports of chemicals continue to mount at a more moderate pace.

The market in Denmark for American machinery and other equipment remains favorable and, considering the general upturn in industrial investment activity, holds prospects of further expansion. Imports of transportation equipment increased substantially in 1969. Aircraft imports will probably continue at a high level to meet plans for fleet expansion. In the consumer goods field, apparel imports are picking up after setbacks in both 1967 and 1968.

Farm exports to U.S. stable

The export of ham, Denmark's chief export item to the United States by a wide margin, has remained at the high level attained in 1968 after a temporary setback the year before. Cheese exports, which dropped somewhat last year, seem to have been stabilized at the lower level.

Fish exports are running some 25% below last year, reflecting largely reduced sales of frozen cod fillets, but Danish exporters recently have again entered the U.S. market in greater volume and are optimistic about the future because of the upturn in prices and indications of increasing consumption. Sales of furs show a continued moderate upward trend.

Sharp increases in exports of electrical and electronic equipment (134%) and chemicals (54%) account essentially for the 15% rise in total Danish exports to the United States this year. Two single items, in turn, are predominantly responsible for the increase in exports in these fields; hair curlers and enzymes.

The leading Danish producer, by far, of curlers (Carmen Curlers) was recently taken over by an American company. In the case of enzymes, the leading producer (Novo Pharmaceuticals) has just announced the setting up of an affiliate plant in the United States. When this plant becomes operative, direct exports of enzymes from Denmark to the U.S. market may be expected to diminish.

Industrial machinery, furniture and garments also continue to sell well in the United States, as reflected in increases in exports this year of 21%, 21% and 46%, respectively.

After two years in office, the conservative-liberal coalition government has had to accept the fact that economic equilibrium cannot be attained by traditional, short-term measures. This is an almost verbatim quotation from an editorial of a business-oriented, strongly pro-government Copenhagen daily. It probably describes the Danish Government's attitude toward an economy painfully sensitive to external influences, constantly short of domestic and foreign capital, and to an ever increasing extent plagued by balance of payments problems.

The current government came into power, after a prolonged period of labor (Social Democratic) rule, on a platform of public austerity and strong fiscal policy designed to permit easy money, low interest, and a flow of resources into sound business investment.

The failure of this policy cannot be entirely blamed upon its rather erratic implementation without much demonstrated talent for fine-tuning which has strengthened the tendency toward short cyclical movements. To a considerable extent it reflects the impact of international trends, and foreign exchange speculation which Denmark, with exports and imports of goods and services aggregating 60% of gross national product, is virtually helpless to counter.

The planned strong fiscal policy found its expression in several reform measures already initiated by the previous Government. The value-added tax (TVA), introduced at the rate of 10% in 1967 and

Report is available

The International Marketing Information Service includes a *Country Market Digest* (IMIS 69-14) outlining the 15 specific products with the best sales prospects in Denmark.

IMIS reports are available for ten cents apiece from the Sales and Distribution Branch, room 2119, U.S. Department of Commerce, Washington, D.C. 20230, or from any Commerce Dept. Field Office.

Best chance to sell

The following items are among those that appear to have a better than average chance to increase their sales in the Danish market: synthetic yarns, fine chemicals for the paint and varnish industry, advanced electronic office machines and medical data processing computers, and instruments for measuring, controlling and indicating physical characteristics.

raised to 12.5% in 1968, and the withholding tax on income which goes into effect Jan. 1, 1970, provide needed anticyclical tools.

Reform of the local government structure, paired with revision of the very liberal system of refunding local government outlays, should permit more efficient control of public sector spending.

The TVA-increase in 1968, however, coincided with and probably aggravated the beginning of a period of sluggishness of the economy with a resulting doubling of unemployment. The political costs of this may have deterred the administration from applying this tool for the time being. As an alternative, the tax on automobiles was increased again when the foreign exchange crisis of last May necessitated restrictive measures.

This acute crisis also brought an abrupt end to the easy money policy which had begun with the lifting of quota restrictions on mortgage bonds, discount rate reductions, and extensive open market support. From April 1968 to April 1969 this had added 4,500 million kroner ($600 million) to liquidity without a compensatory budgetary surplus.

Since May, the official discount rate has been at an all-time high of 9%, the central bank has ceased to support the bond market, and liquidity, which had expanded by some 40% in one year, was again curtailed. Mortgage interest is about 10% and the banks' lending rates about 12%.

Expansion gains momentum

Following sluggishness in 1967/68, the Danish economy began to turn upward again in the last quarter of 1968, and expansion has been accelerating throughout 1969. Real growth is expected to reach 6% this year as compared to 3.5% in 1968. Expansion was stimulated by rising demand in literally all sectors.

Restrictive policies abroad did not materially affect Danish export markets outside the United Kingdom and exports in 1969 are up by close to 15%, including a 20% rise in industrial exports and a small price gain benefiting stagnating farm exports.

Private domestic consumption, almost unchanged in 1968, has risen some 6% in 1969 and private investment, after a 3% drop in 1968, is up by a full 10%.

Public consumption is expanding at the same rate as in previous years, about 5 to 6%, but public investment, especially of local governments, has risen by a full 12%, or more than in any preceding year.

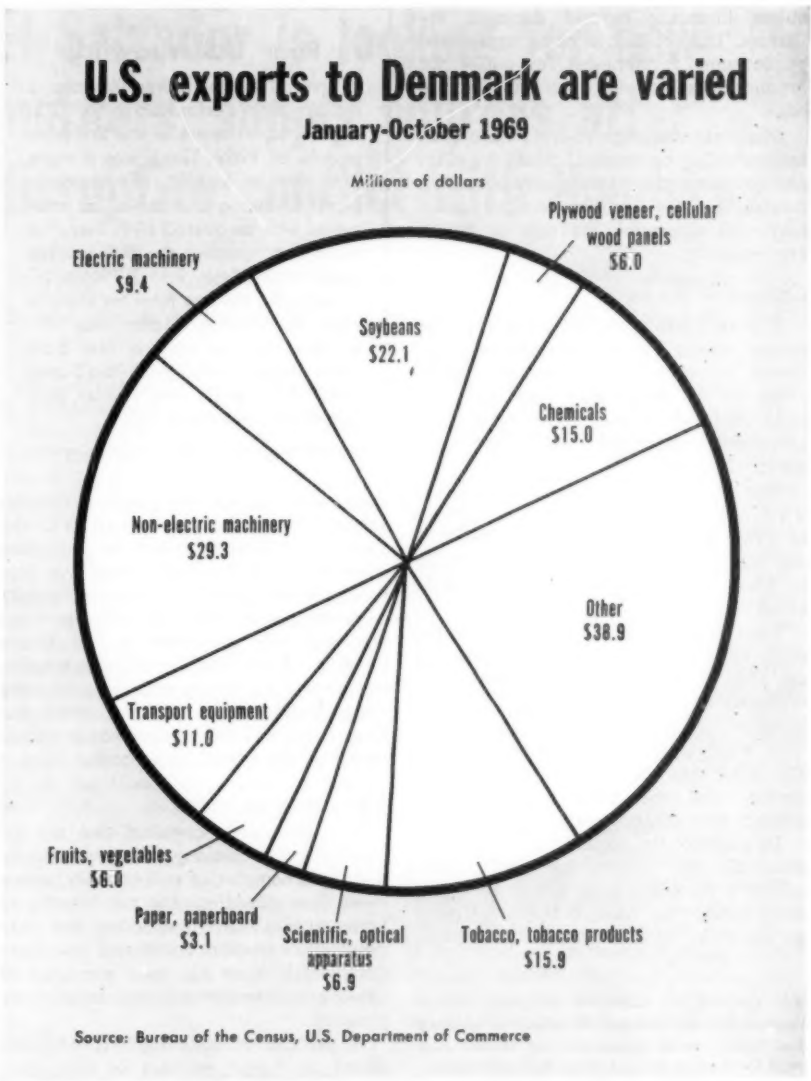
Recovery in private investment was boosted by a homebuilding boom while plant investment has just about returned to the pre-slump level. Rising production was accompanied by improved utilization of capacity and higher productivity. Employment went up by some 5%. Despite a fairly large inflow into the labor force, unemployment fell but not quite to the low level of 1966/67.

Danish hopes of continued export growth have been more than fulfilled with an export rise to the European Free Trade Association area of 11% (Sweden 20%, U.K. 8%), to the European Economic Community area of 15% (West Germany 19%, France 23%, Italy 19%), and to the United States of 15%. The improvement in the trade and payment balances, also hoped for, did not materialize, however, as a rising demand for both consumer and investment goods boosted already excessive imports by another 18%.

The trade deficit is expected to reach 6,000 million kroner ($800 million) in 1969, and invisible earnings, predominantly from shipping and subsidiary/license payments, will hardly cover more than half this amount.

Much anxiety is expressed about industries' ability to compete domestically and abroad being jeopardized by high costs, but the demonstrated success of Danish exports of specialized industrial goods to a number of highly industrialized countries would seem to establish Danish competitiveness.

Continued expansion in manufacturing and construction at the present rate, however, with investment 22% of GNP, necessarily leads to rising imports and re-



quires financing beyond domestic resources. The situation is being aggravated by consumer preferences for goods not produced domestically, especially automobiles.

Moderate exchange reserves have been maintained by commercial credit drawings and government borrowing abroad and the continued access to such foreign capital may well determine the rate of future expansion.

Consumer boom

The very strong expansion of the consumer market has undoubtedly been inspired by several fiscal factors helped along by the temporarily easy access to bank credit which facilitated financing of automobile purchases and other consumer durables.

The impact of the sharp increase in the TVA, which slowed private consumption in 1968, gradually wore off in 1969 and the new automobile taxes, though enacted in May, have not yet had any material effect on sales.

The transition from a retroactive income tax system with 1969 taxes imposed on 1968 income, to a simultaneous tax withholding system from 1970, left 1969 income "taxfree" within certain limits. This brought many housewives back to the labor market, at least for a short period, and the extra earnings went straight into consumer purchases.

In addition, the required submission of estimated tax returns for 1970, upon which withholding rates would be based from January on, made it highly desirable to ascertain in 1969 deductible interest costs. This boosted the automobile market by 35% in the first 3 quarters of the year and presumably also helped other durables as the banking system was able to supply the required installment credit.

Considerations of prospective tax benefits were also prominent in the home-building field. Residential construction starts rose by 47% in terms of area, two-thirds in one-family units for which the Danish income tax system easily offsets over half the annual home cost.

Low housing costs

It is generally recognized that the demand for new housing is kept artificially high by a complex of rent controls, apartment rent subsidies, and tax benefits to home-owners. Thus far, it has not been politically expedient to correct this situation, which often has been suspected of causing excess demand and inflationary pressure.

A political compromise in 1965 introduced an 8-year program of rent leveling but, half way through the program, it is obvious that cost increases in new housing have pushed the solution of the problem even further off. At the same time, the system has tended to provide benefits primarily to the well-off, offering token subsidies to low-income groups, and leaving important clearance and renewal problems virtually untouched.

Recently, however, government as well as landlord/tenant spokesmen have acknowledged the need for radical reforms which, if and when introduced, may have a significant economic impact far beyond the construction sector.

Consumer prices in 1969 are hardly averaging more than 4% over the 1968 level. This reflects relative price stability during the first part of the year but an acceleration in price increases in the latter part. Domestic cost factors began to affect prices after the mid-year termination of price controls and formerly stable prices of imported goods have risen.

The impact of the German revaluation has been felt little as yet. Overall inflation is continuing, however, at an almost undiminished rate as industrial wages and incomes in general continue to go up at an annual rate of 10 to 12%.

Labor market pressure

While in 1968 automatic escalation and contract improvements accounted for the better part of the wage rise, the slower price rise limited escalation in 1969 but growing pressure on the labor market caused an increasing wage drift during the year.

On a national income accounts basis, inflation continued at the rate of close to 6%, reflecting a 7% cost increase in the public sector, 4 to 5% in private investments, and just under 4% in private consumption. Exports had a price gain of about 4% while import prices rose under 2%, the price rise concentrated in the third quarter and later.

The unused capacity available at the beginning of the year has become gradually absorbed. Because labor inflow is expected to be less in 1970, labor resource considerations alone may limit further production growth.

The strong momentum of the current expansion, especially in the construction sector, is expected to carry over far into next year, but the tightening of the money market and the financing needs of investment projects already begun will limit new investment.

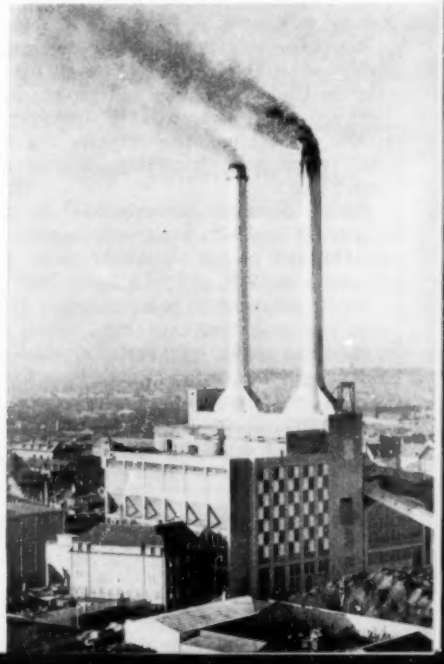
Poor U.S. showing

Overall trade figures indicate a rather poor performance for U.S. exports to Denmark in the first nine months of 1969. There was a mere 2% rise in imports of American products during that period, as compared with an overall 18% increase in imports, causing the U.S. market share to fall from 9 to 7.7%.

Actually, the low total for imports from the United States was accounted for by only a few bulk items. Imports from the United States other than grain and fodder and petroleum rose some 15%.

U.S. EXPORTS TO DENMARK of $163.6 million through October included $6 million of plywood and cellular wood. Below, plywood is used as a mold for concrete in construction in Copenhagen.

THE DANES CONSUMED 11,481 million kilowatt hours of electric power in 1968. This year's first half total was up by 13%, reflecting increased economic activity. Shown is the Aalborg Power Plant.



The consumer market is expected to receive a shock treatment with the implementation of the withholding tax from Jan. 1 at rates significantly higher than current year taxation. Together with installment payments on 1969 purchases, this may well slow private consumption, at least until new wage escalation comes into effect later during the year.

There are few prospects for price moderation in 1970, for labor and capital costs will continue to burden production heavily. The accelerating price rise toward the end of 1969, as reflected in the cost of living index, will automatically lead to new wage escalation in 1970 of at least 7%. The overall increase in wages will probably not be less than in 1969.

High capital costs, resulting from high mortgage and bank interest, are likely to persist also in 1970. Although some relaxation in international money markets has been registered, the Danish Government and central bank have no chance of reverting to a cheap money policy as long as the dominant countries abroad rely heavily upon monetary policy for restrictive measures.

An easier money market in Denmark than elsewhere would automatically bring a change in sources of credit and drain exchange reserves which Denmark can not afford. It may thus be anticipated that the current rate of inflation of about 6% will continue throughout 1970, even if demand should gradually become weaker toward the latter part of the year.

European market policy

The varying attitudes toward European market arrangements within the Danish Government coalition of Conservatives and two shades of Liberals continue to lead to some ambivalence concerning official policies toward the European Community as well as toward the Nordic economic union negotiations.

Danish hopes of a general European opening after the French change of government have recently become markedly subdued and even the most ardent spokesmen for Danish membership in the EEC among farmers, businessmen, and liberal politicians now reluctantly recognize that it will take considerable time, at best, before such membership would become a reality.

In the meantime, the Danish Government is being pressed hard by the labor opposition to accept Swedish offers on the Nordic economic union. Business opposition to the Nordic venture as an obstacle to eventual EEC membership has weakened as the delay in broader European integration deprives opponents of any quick alternative to a Nordic market.

El Salvador is looking for new markets, supply sources after disruptive conflict with Honduras

Reduction in trade with neighbors following July struggle has caused some balance of payments, fiscal and monetary ills

The July hostilities with Honduras and the problems that continue in the wake of that conflict dominate analysis of economic conditions in El Salvador. Certain costs of the struggle, such as lost exports and the diversion of domestic resources from civil to military uses, have already definitely altered the course of the Salvadoran economy.

In addition, some economic actions taken by the Government during the war created conditions requiring increased and continuing vigilance in order to control adverse repercussions, such as the potentially inflationary impact of deficit financing and credit expansion. Finally, the unresolved political issues, such as the closure of the Honduran market to Salvadoran products, are affecting economic activity in El Salvador.

Some economic problems have already emerged that will not be resolved soon. The export of consumer goods to El Salvador will continue to confront import restrictions invoked for balance of payments reasons. Remaining differences with Honduras will require patience and time to overcome. The local availability of credit may well be restricted even more than at present, at least for "non-essential" activities.

Perhaps more important for the business planner are changes in Salvador's markets that may prove permanent, or at least of long duration. Even assuming the rapid resolution of all political problems, psychological or emotional obstacles may remain in the Honduran market. Similarly, the disruption of trade flows south has forced Nicaraguan and Costa Rican businesses to seek new sources of supply; Salvadoran firms will have to fight to regain those markets.

Emerging opportunities

Business opportunities may be found in Salvadoran efforts to combat the current difficulties. Most obviously are the more liberal credit terms permitted importers of industrial raw materials and intermediate goods, construction hardwares and certain other inputs. The exporter willing to provide credit up to the new limits might well increase his market.

Secondly, the Government will probably try hard to achieve the projected, accelerated pace of public sector investment in order to offset the economic problems of the private sector. Construction machinery imports will rise in this event.

Thirdly, the receptivity of the Government—already a positive factor—could increase for certain new investments; especially those intended to produce for export outside of the Central American Common Market.

Finally, the uncertainties of the current situation also confront third country competitors, both in the direct investment field and in exports. All exporters to Salvador are off stride for the moment, a situation which offers a new start to everyone.

The Salvadoran economy did not accelerate in 1968 as had been anticipated. Gross national product grew 3.8% in current prices, and thereby just barely kept

Changing trade trends

Until the July conflict with Honduras, El Salvador had been importing more goods from other Common Market countries and less from areas outside the CACM. Imports from other CACM countries climbed from $54.5 million in 1967 to $65.7 million in 1968, while purchases from the United States declined by $7.8 million to $62.0 million in that period. However, the United States fared better than most outside suppliers, as its share of extra-regional imports increased from 41.3% in 1967 to 41.8% in 1968.

Salvadoran trade within the CACM has declined considerably in the second half of 1969, giving outside exporters a chance for increased sales.

up with population growth.

The basis for growth centered almost entirely in an exceptionally good coffee crop. Offsetting this positive development were falling rates of investment, construction, and industrial production. The slowdown in these areas can be attributed in large measure to the slow pace at which the Government of El Salvador prepared and approved investment projects for official foreign lenders; the inflow of new foreign assistance practically halted in 1968.

Waning exports to CACM

Another factor in the slowdown was the diminishing stimulus to Salvadoran exports provided by the Central American Common Market. Whereas in previous years Salvadoran exports to Market countries grew 20 to 30% annually, such growth in 1968 fell to 8.2%. It would appear that intra-Market trade is reaching the saturation point, or at least was pausing until national demand could catch up.

Finally, balance of payments difficulties prompted the Government into policies that restricted non-Common Market imports; such restrictions also contributed to the general economic slump.

Before the war, 1969 trends continued much the same as during 1968. While it was known that coffee production would drop in the off year of its cycle, it was hoped that some progress could be made in speeding up the process of investment project preparation and loan approval and thereby begin to speed up the flow of foreign loan funds for investment operations.

No great increase in Common Market trade was anticipated. That forecast was underlined by restrictive trade practices adopted by various Common Market Governments early in the year, which apparently were attempts to cope with the national impact of intra-Market trade saturation. The benefits of previously rapid rates of trade growth were unequally distributed; some national industries began to suffer from Common Market competition.

The trade slowdown naturally also dampened the investment outlook.

For these various reasons, the growth of GNP was not expected to significantly exceed the 1968 rate.

The outlook for 1970, however, was considerably better, with the possibility of a growth rate in excess of 6%. This forecast was based on good, all-around performance by the agricultural sector and accelerating public sector investment.

Hoped for progress in loan utilization began to take form in mid-1969 with approval by the Legislature of a series of projects. The application of a relatively tight monetary policy was expected to contribute to this process by permitting Government access to capital financing through the Central Reserve Bank.

Although no dynamic change in Common Market trade was anticipated, the Government and private sector did begin consideration of export promotion schemes for non-Common Market exports.

Uncertain prospects

The war has changed the outlook for both 1969 and 1970. Although many of the basic features of the analysis remain unchanged, the costs of the war burden the economy and interfere with the application of previously determined economic policy.

The impact of the war on the Salvadoran economy has been felt most directly through exports. In 1968 Salvadoran exports to the Common Market were equivalent to 10.0% of GNP, to Honduras 3.0% of GNP and to Nicaragua and Costa Rica (combined) 4.2% of GNP.

Since July 14, Salvador has exported nothing to Honduras. From that date through September exports to Nicaragua and Costa Rica were greatly reduced because of the closing of the Pan American Highway to Salvadoran products by Honduras. Attempting to bypass this bottleneck, the Salvadoran Government and business groups have negotiated lower air freight costs on the local airline and arranged lower maritime tariffs and a sea ferry.

Salvadoran exporters are beginning to learn how to use these substitute means of transport and Salvadoran exports to Nicaragua and Costa Rica are now beginning to return to pre-war levels.

It is evident that the loss of the Honduran market and the reduction in the Nicaraguan and Costa Rican markets are having a direct, adverse impact on the Salvadoran economy. The development of new export markets has become a high national priority.

The war also involved local costs that have, or may, dampened economic activity. In early July the Government imposed an emergency surcharge, payable immediately, upon income and net worth taxes to cover expenditures for refugees and other activities related to the conflict. Over US$3.8 million were collected. Shortly thereafter, the Government authorized two bond issues totalling US$12 million to finance its military expenditures. While it is not known how much the public has subscribed, the total probably will be available to the Government since it can also sell the bonds to the Central Reserve Bank.

These fiscal measures have already taken funds from the private sector for use by the Government on non-productive activities. To the extent that the Government sells the bonds to the Central Reserve Bank, the private sector will pay indirectly through either the process of inflation or offsetting credit restrictions.

The indirect fiscal effects of the war are potentially even more serious. If the export bottleneck continues and business is forced to reduce production, the Government's tax receipts will parallel that drop. Corporate taxes will decrease with profits and customs duties with the reduction of imported inputs.

If this fiscal problem does occur, Government investment may have to be curtailed, and with it the use of official foreign assistance, which, as previously noted, had been foreseen as a key element accelerating growth in 1970.

Because of various actions taken during the war, the flexibility of the Salvadoran

Trade Fair illuminates export opportunities

Experience gained at the Third International Fair of El Salvador in 1968 suggests some specific export opportunities that should be carefully studied. This biennial fair draws visitors and buyers from the entire Central American Common Market and is one of the best show cases for introducing new products and new models of product lines already established in Central America.

During the 1968 Fair, 53 participants representing 82 U.S. companies reported floor sales of $1.5 million. Half of these U.S. participants were new to the Common Market and were successful in locating representatives, distributors and agents.

From this experience, significant export potential was found for equipment designed for the following activity areas: Food processing, candy making, fish and shrimp processing, meat processing, dairying, poultry production, agriculture, irrigation, woodworking, metalworking, transportation, road construction, textile production, and refrigeration and quick freezing.

The Fourth International Fair of El Salvador is scheduled for Nov. 7-29, 1970, and will be called "Central America 70". The Fair's management estimates that 26 countries will participate.

monetary authorities has been limited, with potentially serious implications for the private sector.

As noted above, the Government has authorized bond sales that could take the form of inflationary, deficit financing. In addition, the Central Reserve Bank in July opened special credit lines for exporters hurt by the war, for the production of foodstuffs previously imported from Honduras and for middle class housing construction (to create employment).

While inflationary financing by the Government and the direct application of Central Reserve Bank credit have the immediate impact of stimulating economic activity, the situation is in conflict with El Salvador's deeply ingrained tradition of monetary stability.

The Government, acting through the Central Reserve Bank, therefore may well decide upon a course of offsetting contractive monetary actions. Most certainly it will be watching the monetary situation very carefully; for many businesses this could mean a tightening of credit conditions.

Such credit conditions could catch business in a liquidity squeeze. Many businessmen are already reporting collection difficulties, originating primarily in the export sector. The liquidity squeeze is tightened by the obligation of importers to pay for goods ordered before the war.

The export problems discussed above naturally have an adverse effect on the country's balance of payments and thus on the Central Reserve Bank's foreign reserve position. Apparently in recognition of this situation, the Central Reserve Bank in September re-imposed prior import deposit requirements for luxury imports (the previous deposit requirements were dropped in November, 1968), limited the amount of exchange sold for foreign travel and other private invisibles transactions, and prohibited the acceptance of suppliers credit on the import of consumer goods. The regulatory changes did liberalize suppliers credit terms permitted for certain intermediate goods imports.

The apparent overall purpose of the measures is to reduce certain imports and travel and to postpone payment on other imports. While the more liberal terms now permitted to manufacturers could stimulate economic activity (more than the curtailment of consumer imports dampens retail trade), the pressure on foreign reserves implicitly recognized through the measures is a potential threat to the economy.

The war thus has created balance of payments, fiscal and monetary problems that undoubtedly drag the Salvadoran economy below the levels foreseen in pre-war forecasts. These problems are not insurmountable, however. The prompt and vigorous implementation of an export promotion scheme, for example, could go far toward resolving all of them.

DEVELOPMENT OF NEW EXPORT MARKETS has become a high Salvadoran national priority. Here, *female employees of a processing firm in the El Triunfo port area prepare shrimp for shipment to the U.S.*

Agricultural output to pick up

The 1969/70 crop year promises to be one of the best in recent memory. The coffee crop is estimated between 2.2 and 2.3 million 60-kilogram sacks, compared with the 1.9 million sacks harvested last year.

Furthermore, international coffee prices for Central American milds seem to be stabilizing at levels considerably above those realized last year. Thus, El Salvador's export quota set by the International Coffee Organization of 1,533,000 sacks may well be increased under the "reserve quota" provisions set by the ICO.

Finally, the Salvadoran Coffee Company, which purchases the production surplus, has had the experience of selling as much as 300,000 sacks in "new market countries" and may be able to continue such additional exports in 1969/70.

Both coffee production and exports thus are expected to reach near record levels and at favorable prices.

Cotton production will rise slightly above last year (through better yields rather than increased acreage). Most exports will again probably go to Japan at acceptable price levels.

Sugar cane production is also expected to rise a bit above the 1968/69 level with the increase going into exports to the world market (assuming no major change in Salvador's U.S. quota).

Among export crops, only rice will fall from previous production levels. The problem with rice is simply that the other Common Market countries are also becoming self-sufficient at higher support prices.

The production of crops for domestic consumption presents a similarly favorable picture. The corn crop will hit record levels, possibly eliminating the need for imports. Sorghum production is rising parallel with corn and imports will be minimal. Although beans will still have to be imported, the production increase may cut the import need in half.

The major elements of Salvadoran agriculture, both in the export and domestic sectors, thus will strengthen significantly the country's balance of payments situation, and at a period when such support is obviously needed.

Project preparation and approval, which had for some years been a bottleneck in the flow of foreign assistance, seems to be accelerating. Even before the war, the Government began to take a new interest in public investment and related foreign financing. The stimulus to action then may have been the relatively slow pace of economic growth in 1968.

In any event, approval was obtained from the Legislature before the war for a package of investment projects. While no major projects have been approved since the war, the Government has committed itself publicly to a more vigorous development effort, setting up a series of public/private sector committees to prod and guide the development effort.

If this momentum is maintained, public sector investment could contribute significantly to growth acceleration. It is important to note in this regard that the economic impact of such investment would be almost immediate since the projects approved, or near approval, emphasize construction, which is employment intensive.

South Africa metric move will affect import packaging

Several commodities are exempt from immediate compliance

South Africa has amended its Weights and Measures Act to provide that goods prepared for sale by weight or measure in pre-packed form must have the size, quantity or dimensions described in terms of an appropriate metric unit. This requirement becomes effective Jan. 1, 1970.

The Act exempts certain specified products from this requirement—some foodstuffs including dressed meat carcases, flours, sugar, rice, salt, margarine, dried fruit, prepared cereal, coffee and condensed milk; twines; fencing and baling wire; coal and coke; cement and lime; soaps; and miscellaneous yarns. Some of the exempted goods will be required to comply with the amendment at a future date.

There are a few products which will require shipping in a different weight than is presently practiced because compliance with the new metric weight pattern established by the South African Government will not be feasible. For example, pure instant coffee, packed in two-ounce sizes may not be imported into South Africa after January 1971 as its equivalent metric weight is 57 grams and the new pattern requires that pure instant coffee be packed in various weights, none of which is 57 grams.

Swaziland follows suit

The Government of Swaziland recently announced that it had decided to adopt the metric system. The timetable for the changeover in Swaziland is still tentative, but it is expected that it will generally conform to that established by South Africa.

For more detailed information concerning packaging, labelling, display of weights, pattern of weights, and related information for specific products, it is suggested that exporters to the southern Africa market contact their South African agent. A limited amount of material on the Weights and Measures amendment and the proposed implementation of the Act are available on loan from the Africa Division, BIC-884, U.S. Department of Commerce, Washington, D.C. 20230.

West Canada coal mine to use U.S. equipment

The Export-Import Bank of the United States has authorized a $10 million loan to Fording Coal Limited to help finance the purchase of U.S. equipment for a coal mine being developed in Western Canada. Total cost of the project is estimated at $80 million, of which some $17.9 million will be spent for equipment manufactured by U.S. companies.

The $10 million loan is to be repaid in ten semiannual installments beginning in November 1972, with interest on outstanding balances at an annual rate of 6%.

AMA to send traders to Paradise Island for January sessions

Nassau seminars highlight full schedule of January activities

The American Management Association has scheduled a full program of January activities to help U.S. exporters get the 1970's off to a swinging start. The month includes back-to-back seminars on Business Opportunities in the Caribbean, and Foreign Operations Today—the OFDI Regulations, Tax Laws and Tight Money—that will be held in Nassau's Paradise Island Hotel from Jan. 19-23.

Other offerings for the month, all being offered in New York, include:

Jan. 12—A one-day international orientation (#10297-01) on the Opportunities for U.S. Business in the Netherlands.

Jan. 12-14—A three-day orientation seminar (#10203-10) on International Long-Range Planning.

Jan. 13—A one-day international orientation (#10265-01) on Panama's new and increased potential as a regional center for Latin business.

Jan. 14-16—A three-day orientation seminar (#10262-01) on Profit Opportunities in Central America.

Jan. 26-30—A week-long course (#10545-11) on the Fundamentals of International Business.

Jan. 27—A one-day international orientation (#10272-01) on Venezuela as an example of the effects of Latin American economic integration on U.S. business.

Write: American Management Assn., AMA Building, 135 W. 50th St., New York, N.Y. 10020.

U.S. feature films do well in France

Higher admission prices offset declining theater attendance

The United States continues to be the largest foreign supplier of dubbed feature films for the French market, accounting for 94 of the 232 foreign films screened in the Paris area in 1968.

American films accounted for 26% of total French movie attendance in 1968 and 28% of gross box office receipts. The American share might have been larger were it not for the 50% limitation imposed on the distributor's share of box office receipts.

Assuming political stability and the present high level of economic activity, quality American films should continue to draw well in the French market.

The French film market is still a declining one, with 1968 statistics showing a decrease in number of admissions, theaters and seats, and French feature film production. Receipts have remained fairly steady because of the increase in admission prices. Admissions to French motion picture theaters in 1968 totaled 201 million, about ten million less than in 1967. Industry sources, however, are optimistic that 1969 will see a slowdown in the decline in attendance which, combined with a general rise in admission prices, may lead to an improvement in box office receipts and profits.

Fewer theaters, higher prices

The number of French movie theaters in 1968 was reported at 4,856 with a total seating capacity of 2.3 million compared with 1967 statistics of 5,093 theaters and 2.4 million seats. Gross box office receipts in 1968 amounted to $155 million, only slightly lower than the 1967 figure of $157 million. The average admission price in 1968 was about 78 cents compared to 75 cents in 1967.

A total of 117 French feature films were produced in 1968, compared with 120 in 1967. In the last three years the trend toward joint financing has been reversed, with the number of totally French-financed films increasing from 45 in 1966 to 49 in 1968, with the number of co-productions with foreign firms dropping from 85 in 1966 to 68 in 1968. Still, foreign investment in French films remains substantial and about twice as much French money is invested in joint ventures as in totally French films.

Eximbank will now finance some local costs of export transactions

New service can provide local cost financing of up to 15% of an export's value, in move to match other governments

The Eximbank has announced a new service which will finance a portion of the local costs of an export transaction involving U.S. goods or services. (NOTE: For a full review of recently-introduced Eximbank programs, see story on p. 4.)

Increasingly, U.S. suppliers are being required by their customers to provide financing for a portion of the local costs as well as the dollar costs associated with major projects overseas. Their foreign competitors from such countries as France, Germany, Italy, Japan, and the United Kingdom often offer local cost financing, with government assistance.

The thrust of the new facility is directed toward projects in which Eximbank participates through either its financial guarantees, direct credit, or a combination thereof, although Eximbank participation in the dollar cost financing of a particular transaction is not a prerequisite for Eximbank assistance in obtaining financing for local costs.

The new unit will work closely with international and regional institutions and with the U.S. Government agencies controlling foreign currencies. The facility also will identify and work closely with private sources of local currencies which can be made available to U.S. suppliers or their customers.

Key features

A key feature is the use of the Eximbank financial guarantee to cover loans made by foreign financial institutions for the financing of local costs in those cases where (a) the Bank is participating either through a direct loan, a financial guarantee, or a combination thereof, in the financing of the procurement of U.S. goods and services, and (b) there is clear indication that such action is necessary to counter foreign competition offering publicly assisted local cost financing.

Foreign financial institutions eligible for participation in the local cost financing program include foreign branches of U.S. commercial banks; overseas offices of U.S. trading companies and other U.S. financial institutions; foreign commercial, investment and development banks, either public or private; and foreign trading companies and other foreign financial institutions.

Normally the Bank will guarantee local cost financing up to an amount equal to 15% of the value of the capital goods and services being exported.

In cases where the potential export sale is substantial, where other alternatives have been shown to be inadequate or unavailable, and where there is a clear indication that such action is necessary to counter foreign competition offering publicly assisted local cost financing, Eximbank will extend its financial guarantee to cover loans made by U.S. financial institutions for the financing of local costs. Such loans, however, have an immediately adverse effect on the balance of payments and will not be encouraged by Eximbank.

Mozambique firm denied export entry

Company suspected of violating embargo on trade with S. Rhodesia

Mocambique Industrial, S.A.R.L., of Beira, Mozambique, a firm engaged in processing, distribution and export of grain mill and cottonseed products, has been denied all U.S. export privileges for an indefinite period for failing to account for the disposition of a U.S.-origin cottonseed de-linter plant and spare parts.

The equipment and parts, valued in excess of $75,000, were exported to Macambique Industrial by a U.S. manufacturer in 1967.

The Investigations Division of the Commerce Department's Bureau of International Commerce (BIC) is conducting an investigation to ascertain the disposition of the equipment and spare parts, particularly whether they were reexported from Mozambique to Southern Rhodesia or some other unauthorized destination in violation of the U.S. export control regulations. Since 1966 the United States, in support of a United Nations Security Council resolution, has had strict controls on the shipment of U.S.-origin goods to Southern Rhodesia.

Failed to reply

Written questions were submitted to Mocambique Industrial inquiring as to the location or disposition of the commodities. The firm failed to furnish the information requested and the order was issued in accordance with BIC regulations. The order will remain in effect until the firm answers the questions or shows good cause for failure to do so.

Under the terms of the order all validated licenses in which Mocambique Industrial has an interest have been canceled and the firm, its agents and employees are prohibited from participating in any transactions involving commodities or technical data exported or to be exported from the United States.

U.S. firms urged to check importers of appliances

U.S. firms receiving orders from importers unfamiliar to them are urged by the Commerce Department to obtain background information on such companies before filling their orders.

Certain business practices recently have come to the Department's attention—through U.S. companies and Government sources—involving some Norwegian importers who order a quantity of pre-recorded magnetic tapes and phonograph records and then refuse payment upon delivery.

One method of obtaining background information on individual foreign firms is through the Department's World Trade Directory (WTD) report service. The reports are available at $2 each. **Write:** Commercial Intelligence Division, BIC-924, U.S. Department of Commerce, Washington, D.C. 20230, or any of the Department's Field Offices.

Panama issues new law covering representation of foreign firms

All documents must be registered with Ministry of Commerce and Industries; indemnity required for canceling without cause

Panama has issued a new law regulating the rights and obligations of representational relationships between foreign or national firms and their local representatives, agents or distributors.

Cabinet Decree No. 344 was issued by the Provincial Junta Government without advance notice, and as far as can be determined, without consultation with the private sector. The Decree entered into effect on Oct. 31, the date of its promulgation. Clarifying regulations were to be issued by the Ministry of Commerce and Industries.

Under the terms of the Decree, representational documents must be registered with the Ministry of Commerce and Industries. Foreign and national firms which cancel, revoke, modify or negate without cause the continuation of the right of local firms to represent them must indemnify the local firm within three months.

The indemnity will be on a base amount equal to the average annual gross profit (*utilidades brutas*) made by the representing firm on the goods and services represented during the last five years. The indemnity is calculated as follows: Representation of less than 5 years, an amount equal to the base; representation of 5 to 10 years, two times the base; 10 to 15 years, three times the base; 15 to 20 years, four times the base; and over 20 years, five times the base. In addition, the principal must buy back all its products at the landed cost in Panama plus all the concomitant expenses incurred by the local firm while the goods were in its warehouse.

Just cause for the cancellation, revocation, modification or negation of the relationship are:

- failure by the local firm to observe its contractual obligations;
- fraud or abuse of confidence;
- ineptitude or negligence;
- the continuous decline in sales or distribution due to the fault of the local firm;
- the revelation of confidential information, and
- any act which redounds to the prejudice of the good reputation of the products represented.

The Ministry of Commerce and Industries is empowered to decide disputes under the terms of the law. If disputes are not so settled, the changing of the representational relationship will be presumed to be unjustified. While disputes are in the process of being decided, the suspension of the relationship may take place, provided that a sum equivalent to the possible indemnification is placed on deposit.

When local firms are displaced without cause, the goods of the represented firm will not be imported into Panama unless and until the local firm receives the indemnification provided by law.

Relationships may be ended by the mutual agreement of the two firms, but to be valid this agreement must be approved by the Ministry of Commerce and Industries.

The Spanish or English text of Cabinet Decree No. 344 can be obtained from the American Republics Division, BIC-886, U.S. Department of Commerce, Washington, D.C. 20230.

India extends open general license on selected items

India has extended through Mar. 31, 1970 the Open General License (OGL) which permits importation into India without a license of cashew nuts, raw or salted hides and skins, and certain tanning substances (including wattle extract, wattle bark, other barks for tanning, and quebracho and chestnut extract). These are important raw materials for India's processed cashew and tanned leather exports and are the only items under OGL.

Jamaica forms corporation to coordinate export drive

A National Export Corporation for the coordination and promotion of Jamaica's export program was established on November 26. This new organization will supplant the National Export Council.

Its activities will include research, training, the sponsoring of trade fairs and trade missions, and the actual exporting of products specified by the Minister of Trade. As the program develops the National Export Corporation plans to have its own representatives attached to Jamaica's overseas missions.

Canada controls exports of nickel

Shipments abroad of nickel scrap have also been embargoed

Nickel in all forms was added to Canada's export list on Dec. 5. The addition was announced on that date in the House of Commons by the Minister of Industry, Trade and Commerce. He also announced an embargo on exports of nickel scrap, effective from Dec. 19, except approved exports to primary producers.

Export permits for nickel will be issued by the Export and Import Permits Division, Department of Industry, Trade and Commerce only to nickel-producing companies or to companies that produce products subject to export permits.

The new controls are intended to ensure an adequate supply and distribution of nickel to Canadian industry and to prevent the drain of nickel to the higher-priced foreign market. The export control is also designed to guarantee that normal channels of trade are fully utilized in supplying nickel to Canada's traditional foreign customers. Canada exports about 95% of its nickel production. This production amounted to 527.7 million pounds in 1968, valued at $487.5 million.

The Minister said that to meet the full and legitimate needs of Canadian consumers, Canadian nickel producers must supply all such needs by Jan. 1, 1970.

The critical supply situation and the need for export restraints stem from recent strikes in Canada's nickel industry.

Following the strike settlement in November, Canadian nickel producers raised the price of primary nickel to $1.28 a pound from $1.03 a pound. The price rise was attributed to the wage increase resulting from the strike settlement and to capital spending programs to increase the output of primary nickel.

French investment controls now apply to loan guaranties

Will employ same procedures now governing direct investment

The French Government has modified its foreign investment controls on guaranties given by companies on borrowing by their subsidiaries.

The regulations apply both to guaranties given by French resident companies on borrowings by their foreign affiliates and to the guaranties which a foreign parent company may make to cover borrowing of its French affiliate. The regulations also apply to guaranties given by foreign banks to their French branches, which are in turn given against a guaranty from the foreign parent company.

Except in certain specified cases, the regulations make guaranties subject to the same procedures which now govern direct investment—a prior declaration of intent and a maximum 60-day period during which time the Government may request adjournment of the intent to give a guaranty. As with direct investment, the company is also free to proceed if it hears nothing from the Government after 60 days.

The declaration is not required when the guaranty is to be given in regard to an operation which meets all of the following criteria:

- The borrowing is for "current operations" and does not constitute a "direct investment in the sense of Decree 67-78 of January 27, 1967."
- The amount of unreimbursed loans extended by residents (for example, by banks to the subsidiary) plus (if applicable) credits opened by residents in favor of the subsidiary and not used, as well as the amount of the borrowing which is to be guarantied, must not exceed the amount of the owned capital of the subsidiary, plus its reserves, non-distributed profits and borrowings from foreign sources whose repayment is not due earlier than that of the loan which is to be guarantied. If the prospective borrower is only partially owned by foreign capital, the above applies pro-rata to that percentage of ownership.
- The total amount of the guaranty and guaranties already given to the same establishment in France by non-residents on which the French establishment depends does not exceed two million francs.

If a specific operation meets these requirements, the regulation requires only a report to the Treasury by an "authorized bank" (a bank in France which has been authorized to implement the exchange controls) giving the particulars of the transaction.

If the opening of the guaranty by itself is sufficient to give control of the resident borrower to the guarantor, the prior declaration procedure must be followed. Other kinds of guaranties are subject to the procedure set forth in regulations pertaining to foreign borrowings (INTERNATIONAL COMMERCE, Apr. 28).

The new regulation applies only to guaranties granted after Oct. 15 or to the renewal of already existing guaranties. However, it requires authorized banks to submit an accounting of credits granted since Mar. 27, with a guaranty given by a non-resident.

The preceding information may be used to amend OBR 68-103, *Establishing a Business in France.*

Portugal amends concession policy on continental shelf

The Government of Portugal announced a change in its policy toward concessions for exploitation of the continental shelf, which was published in the *Government Gazette* of Nov. 11, as Decree Law 49-369. Under the new law, the area for concessions is extended to the entire continental shelf defined as the seabed and subsoil adjacent to national territory, continental or insular, lying at any depth at which exploration and exploitation could be conducted.

Previously, concessions were limited to that part of the shelf lying at a depth of no more than 200 meters, although exceptions had been granted.

Peru requires labels on all processed milk

As a protection to Peru's consumers, a Directorial Resolution, published in *El Peruano* on Nov. 22 requires that within 90 days from the date of the resolution all kinds of evaporated, condensed, and other processed milk must bear on containers or labels a description and quantity of the principal raw materials used in their preparation. It also requires that the month and year on which the milk was canned be shown on containers or labels. These requirements apply to domestic and imported canned milk as well.

Pakistan allows repeat licenses on some imports

Importers can repeat up to 100% of their authorization for 35 items

Recognized industrial units and commercial importers in Pakistan can now obtain repeat licenses under the cash-cum-bonus scheme up to 100% of their entitlement for 35 specified items. (See INTERNATIONAL COMMERCE, July 28, p. 24).

This notice covers explosives, pitch and tar including crude tar, gas in cylinders, laboratory glassware, electro-medical apparatus and appliances, needles, scientific, optical and surgical instruments, pigments and dry colors, painters material, unexposed cinematographic film, milkfood for infants, malted milk, Ovaltine and milo, tires and tubes for tractors, rubber patches and solution, scientific and surgical instruments, apparatus and appliances made of rubber, glue and gum resins.

For the following items, only industrial consumers will be allowed the repeat licenses: carbon black, raw material for accumulators and batteries, special grade high pressure steel wire mesh, parts and accessories of machinery and millwork, lithopone, cigarette paper, rubber thread, nylon and animal bristles, typewriter ribbon cloth/cloth banding, stearine and wax of all sorts.

Condensed and preserved milk including non-fat dried milk, sago and wax may be imported under this notice into East Pakistan only.

Repeat licenses for coconut oil may be obtained by industrial units in West Pakistan and by both industrial units and commercial importers in East Pakistan.

Repeat licenses are available to the pharmaceutical industry for import of raw material for drugs and medicines (allopathic) and packing material and to the carbon paper manufacturing industry for import of carbonizing tissue paper.

French firms want licenses to make four U.S. products

Interested in textile machines, switches, rubber auto parts, and temperature control items

Four French manufacturers are interested in getting licenses to produce the following types of U.S. equipment: attachments and accessories for textile spinning equipment; thermostatic temperature regulators; electronic switches, and rubber parts for the automotive and aviation industries.

A manufacturer, distributor and exporter of parts and attachments for textile machinery, is interested in obtaining licensing rights to manufacture new attachments and accessories for textile spinning machinery for all fabrics.

Founded in 1904, the firm has a capitalization of approximately $415,000, employs about 140 persons, and reported annual sales of $1.6 million in 1968. A majority interest in the firm is held by Peugeot & Cie. S.A., Audincourt, Doubs.

Write: Manufacture Alsacienne de Broches, 68 Soultz, France. WTD. **P-70322.**

A license to manufacture thermostatic temperature regulators is sought by a producer of electric thermostats for water heaters, central heating equipment and oil burners. The firm operates two plants and also markets its thermostats in Belgium, Germany and Africa.

Write: S. A. Cotherm, B.P. No 5, 138 Grande Rue, 38 La Tronche, France. WTD. **P-70319.**

A manufacturer and distributor of switches and micro-circuit breakers seeks licenses to make switches for electronic application. The firm has approximately 25 employees.

Write: Becuwe G. & Fils, 9 Rue Guynemer, 94-Vincennes, France. WTD. **P-70324.**

A licensing agreement for the production of rubber or synthetic rubber parts for the automotive and aviation industries is sought by a French concern. Currently, the firm manufactures, on a contract basis, natural rubber and elastomer molded parts. It employs 85 and has a well-equipped laboratory.

Write: SACATEC, 15 L'Hopital-Ydes (Cantal), France. WTD. **P-70320.**

Investment Assistance

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. "P" numbers should be used when writing about specific proposals.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington D.C. 20230 or the nearest Department of Commerce Field Office.

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations administered by the Office of Foreign Direct Investments, U.S. Department of Commerce, Washington, D.C. 20230.

Norwegian control panel, switchboard manufacturer desires related licenses

A Norwegian producer of electrical and electronic automation equipment for the marine industry and general industrial use seeks to manufacture related products under license.

The firm makes main and emergency switchboards, shore connection panels, electrical control consoles and control and alarm systems for ships. For industry it produces high and low voltage main switchboards, motor control centers and power distribution boards. The company has complete production and tooling facilities, plus a servicing department.

Write: S. Gundersen, Amund Clausen A/S, Storgaten 38, Porsgrunn, Norway. WTD. **P-70333.**

Israeli builder invites American collaboration in tourist hotel ventures

A major Israeli building and real estate corporation is seeking collaboration with American firms for the operation and expansion of its existing and planned hotel ventures. The company is currently constructing a 120-room hotel in Jerusalem, operates a hotel near the international airport and several convalescent homes. Another of its projects is a 140-room retirement facility designed for foreign citizens.

Tourism in Israel is growing; 432,000 tourists visited in 1968 with an average stay of 14 days. Various benefits under the Law for the Encouragement of Investment including loans, tax reductions and accelerated depreciation apply to new hotel investments.

Write: Philip Opher, Economic Advisor, Government of Israel, Investment and Export Authority, 850 Third Ave., New York, N.Y. 10022. **P-70338.**

Korean electric wire firm looking for U.S. partner for semiconductor venture

Tai Han Electric Wire Co., Ltd. of Seoul, reportedly Korea's largest manufacturer of non-ferrous electrical transmission and communication wire and cables, wishes to discuss with interested American firms a joint venture to establish a plant to manufacture such items as transistors, diodes, rectifiers, and integrated circuits. The firm estimates the project will cost about $400,000, and desires a minimum of 25% participation by the U.S. partner.

Tai Han Electric Wire Co. also assembles television receivers and refrigerators, and plans to produce condensers under a Japanese license. Through an affiliated company, the firm imports and refines sugar. Its President has major equity interests in the Tai Han Industrial Co., Ltd., the Tai Han Textile Co., Ltd., which operates two large cotton mills; and the Won Don Industrial Co., Ltd., a general foreign trading company. Tai Han Electric Wire Co. reported annual sales for 1968 of about $8 million, and employs about 1,300 persons.

Write: Kyung Dong Sull, President, Tai Han Electric Wire Co., Ltd., 133, 2-ka, Namdaimoon-Ro, Choong-ku, Seoul, Korea. WTD. **P-70335.**

Variety of equipment required by Ceylon

The Chairman, Tender Board, Ministry of Public Works, Posts and Telecommunications, Transworks House, Colombo 1, has issued Tender No. COM/TEN/69/21 for the supply of the following equipment: Schedule 1: air compressors, spray painting units, bench drills, paving breakers, rock drills, crushers, exploders, track drills; Schedule 2: backhoes, cranes, tractors, off-highway haulers, tractor shovel-loaders, motor graders, trailers, farm tractors, industrial tractors; Schedule 4: power brooms, power saws, concrete mixers, chip spreaders, generators, earth augors, discs, vibrators, rammers, and safety helmets; Schedule 5: water pumps; Schedule 6: dump trucks, pickup trucks, tank trailers, fuel trucks; Schedule 7: force feed loaders, rollers, hydraulic shovels, trenching machines, concrete bucket; Schedule 8: radio equipment; Schedule 9: bridge construction materials; Schedule 10: mobile soil and material testing equipment and laboratory; Schedule 11: copy making machine, plan printing machine. The bid deadline is February 15.

Copies of specifications are available on a short term loan basis from the General Industrial Equipment Division, BDSA-647, U.S. Dept. of Commerce, Washington, D.C. 20230 ★(202-967-5585).

Ceylon seeks contractors for Maskeliya power project

The Ceylon Electricity Board has opened bids for supply of the following services for the Maskeliya River Hydro Power Project, Stage II, power plant: 1) general civil works and erection of electrical and mechanical equipment; 2) supply and supervision of erection of penstocks; 3) supply and supervision of erection of electrical and mechanical equipment and steel structures.

Bid deadline is Feb. 22.

Information copies of tender documents may be examined at the Ceylon Embassy, 2148 Wyoming Ave., NW., Washington, D.C. 20008.

Documents can be purchased only from The Office of the Chairman, Ceylon Electricity Board, Sir Chittampalam Gardiner Mawatha, P.O. Box 540, Colombo 2, Ceylon, for a non-refundable 600 rupees ($1 = 5.95 rupees) per set or 250 rupees for each volume of the above three contracts. Documents will be issued only up to 10 a.m., Jan. 31.

Italy issues tender for NATO multichannel radio relay

Italy's Defense Ministry (NATO section) has issued Tender No. 10,024 for the supply and installation of multichannel radio relay. Requests for bidding invitations must be received by Ministero Difesa, Telecomdife, Sezione Nato Viale Dell'Unversita, 00100 Rome, Italy by Jan. 8.

Only U.S. firms certified by the U.S. Department of Commerce are eligible to bid on NATO projects. Interested U.S. firms may contact the International Liaison & Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230.

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. The three-digit numbers and commodity classifications are from the Standard Industrial Classification (SIC) Manual. The five-digit numbers under each heading are from the Numerical List of Manufactured Products, 1967 Census of Manufacturers, Bureau of the Census and are used extensively by government and industry in classifying products.

U.S. firms should also be aware that the listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the *Department of Commerce Export Control Regulations* or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

NOTE: The SIC Manual is available for $4.50; The Numerical List of Manufactured Products (MC67-1) for $1.75 and the Export Control Regulations are priced at $12 a year. These publications may be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any of the 42 Department of Commerce Field Offices throughout the United States.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

012 Fruit, tree nut, vegetable farms

01226—SWEDEN—California sweet shelled almonds, shipment of 1969 crop as well as quotations for 1970 crop; bitter or sweet apricot kernels. Elof Hansson, Livsmedelsavdelningen (importer, distributor, agent), Forsta Langgatan 19, S-413 03 Goteborg. WTD 11/69.

203 Canning, preserving foods

20310 — NETHERLANDS — Canned fish products. Prefers to buy on exclusive basis. Wylax International Inc. Attn.: Mr. T. W. Wijnbelt, Export Manager (importer, distributor, manufacturer), P.O. Box 2, Woudrichem, N.Br. WTD 11/69.

20361 — NETHERLANDS -- Frozen fish products. Prefers to buy on exclusive basis. Wylax International Inc. Attn.: Mr. T. W. Wijnbelt, Export Manager (importer, distributor, manufacturer), P.O. Box 2, Woudrichem, N.Br. WTD 11/69.

205 Bakery products

20515 — GERMANY — Cookies, handmade.

Requests price quotations c.i.f. Hamburg. Direct purchase and agency. TRAWIGO, Suesswaren-Spezialitaeten GmbH. & Co. KG. (importer, distributor, exporter), 5102 Wuerselen, Postfach 1386. WTD 11/69.

20522 — GERMANY — Cookies, machine made, hard and soft sweetened cookies and wafers. Requests price quotations c.i.f. Hamburg. Direct purchase and agency. TRAWIGO, Suesswaren-Spezialitaeten GmbH. & Co. KG. (importer, distributor, exporter), 5102 Wuerselen, Postfach 1386. WTD 11/69.

207 Confectionery

20722—GERMANY—Candy bars, all types, incl. dark and milk chocolate with or without nuts. Requests price quotations c.i.f. Hamburg. Direct purchase and agency. TRAWIGO, Suesswaren-Spezialitaeten GmbH. & Co. KG. (importer, distributor, exporter), 5102 Wuerselen, Postfach 1386. WTD 11/69.

20730 — GERMANY — Chewing gum and bubble gum. Requests price quotations c.i.f. Hamburg. TRAWIGO, Suesswaren-Spezialitaeten GmbH. & Co. KG. (importer, distributor, exporter), 5102 Wuerselen, Postfach 1386. WTD 11/69.

209 Food preparations

20913—GERMANY—Cotton linters. Carl E. Brandes (Mr. N. von Badewitz) (importer, distributor, manufacturer), 4 Walderseestrasse, 3000 Hanover, Germany. WTD 6/69.

221 Broad woven fabric mills, cotton

22111—GERMANY—Scraps of cotton duck, allied fabrics. Carl E. Brandes (Mr. N. von Badewitz) (importer, distributor, manufacturer), 4 Walderseestrasse, 3000 Hanover, Germany. WTD 6/69.

222 Broad woven fabric mills, manmade fiber, silk

22211—TRINIDAD & TOBAGO—Upholstery fabrics for use in the manufacture of upholstery furniture. Excel Furniture Upholsterers (importer, manufacturer), 55A Eastern Main Road, Laventille. WTD in preparation.

229 Textile goods

22982—SOUTH AFRICA—Nylon cord, suitable for binding of fishing rods, in black-and-white and similar combinations. Sea-'n-Surf Products Pty. Ltd. (manufacturer), 168 Umgeni Rd., P.O. Box 270, Durban, Natal. WTD 11/69.

22992 — GERMANY — Waste and scrap of fabrics made from jute, linen, hemp, sisal and coconut fiber. Carl E. Brandes (Mr. N. von Badewitz) (importer, distributor, manufacturer), 4 Walderseestrasse, 3000 Hanover, Germany. WTD 6/69.

243 Millwork, veneer, plywood, prefabricated structural wood products

24332 — ISRAEL — Ready-cut and prefabricated wood dwellings, complete portable units with and without garage. PROMOTFIN Corp. Ltd. (importer, exclusive distributor), 15 Rothschild Blvd., P.O. Box 29329, Tel Aviv. WTD in preparation.

264 Converted paper, paperboard products

26414—AUSTRALIA—Self-adhesive identification products, non-metal, specifically: adhesive backed cloth, paper and vinyl directional signs; electric wire and panel markers; safety and accident prevention signs; pipe banding tape; warning stripe tape. Don Harris & Assocs. (importer, distributor), 407 Glebe Point Rd., Glebe Point, Sydney, N.S.W., 2037. WTD in preparation.

281 Industrial chemicals

● **28100 — CONGO** — D.D.T., 75% W.P., 25,000 kgs.; sodium pentachlorophenate, 25,000 kgs., D.D.T., 40% E.C., 40,000 ltrs.; BHC powder, 7% gamma isomer, D.D.T., 10% powder, 10,000 kgs.; BHC, W.P., 12% gamma isomer, 15,000 kgs.; BHC, E.C., 20% gamma isomer; 20,000 ltrs.; Diazinon, 60% E.C., 10,000 ltrs. Correspondence preferred in French. Bid deadline Feb. 12. DCMP, Ministry of Health, P.O. Box 1497, Kinshasa 1. Chemicals Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3910). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

28190 — PAKISTAN — Ammonium chloride (sublimed pieces), 200 metric tons. Requests quotations, c. & f., Karachi. Abdul Cattar Aziz (importer), 19 Allahwala Market, Newnham Road, P.O. Box 5075, Karachi. WTD in preparation.

282 Synthetic materials

28213 — GERMANY — Thermoplastic resin and plastic materials, off grades and scrap of threads, yarns, fabrics. Carl E. Brandes (Mr. N. von Badewitz) (importer, distributor, manufacturer), 4 Walderseestrasse, 3000 Hanover, Germany. WTD 6/69.

28214—SOUTH AFRICA—Toluene diisocyanate (TDI), 25 tons monthly. Good Housekeeping S.A. Pty. Ltd. (manufacturer), Nourse Ave., P.O. Box 30, Epping Industria No. 2, Howard Place, Cape Province. WTD in preparation.

283 Drugs

28340—AUSTRALIA—Pharmaceutical preparations, including patent medicines for human use. Cambridge Laboratories Pty. Ltd. (importer, distributor, manufacturer), 397 Little Lonsdale St., Box GPO 690 E, Melbourne, Victoria. WTD 11/69.

28340—SINGAPORE—Pharmaceutical preparations and raw materials; vitamins, veterinary products, various allied chemical products, etc. Gen. Mgr., Orchard Pharmacy Pte. Ltd. (importer, agent), List Towers, 541 Orchard Rd., Singapore 9. WTD in preparation.

287 Agricultural chemicals

28711—FRANCE—Triple superphosphates, diammonium phosphate, ammonium nitrate. Engrais Leon Gros (manufacturer), 13-Plan d'Orgon. WTD 11/69.

306 Fabricated rubber products

● **30600—BURMA**—Bids are requested by the Myanma Export Import Corp. (Import Division) for: Vee Belt for cooling fan C.82; Exhauster C.95 and Compressor B.90 on or before Jan. 26, to the Chairman, Union of Burma Railway Board, Bogxoke Aungsan St., Rangoon, Union of Burma. Tenders are available on loan basis from Chemicals Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3381). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-566-5868).

30697—TAIWAN—Rubber gloves, surgical, 1,000 dozen; disposable syringes and needles, 1,000 gross. Ming Hway Trading Co., Ltd. (importer, agent), 10 Lane 26, Chungshan N. Road, Section 2, Taipei. WTD in preparation.

311 Leather tanning, finishing

31111—TRINIDAD & TOBAGO—Upholstery leather for use in the manufacture of upholstery furniture. Excel Furniture Upholsterers (importer, manufacturer), 55A Eastern Main Road, Laventille. WTD in preparation.

329 Abrasive, asbestos, nonmetallic mineral products

32927—GERMANY—Asbestos yarn, fabric scraps with and without metal remainders. Carl E. Brandes (Mr. N. von Badewitz) (importer, distributor, manufacturer), 4 Walderseestrasse, 3000 Hanover, Germany. WTD 6/69.

32950—ENGLAND—Treated and calcined clays. Lonabarc Ltd. (importer, distributor, agent), 110 Cranbrook Rd., Ilford, Essex. WTD 12/68.

331 Steel mill products

33127—HONG KONG—Wide steel sheets, rolled sections and coils used in manufacturing of cargo containers. The Hong Kong Chiap Hua Mfy. Co., (1947) Ltd. (importer, distributor, manufacturer), 2 Kwei Chow St., Kowloon. Cable: CHEXTRUSION. WTD 6/69.

335 Rolling, drawing, extruding of non-ferrous metals

● **33500—CEYLON**—Supply of material for renewal of telephone and telegraph cable. Tender No. Com/Ten/69/53. Contact Chairman, Tender Board, Railway Head Office, Colombo 10; bid deadline Dec. 31.

● **33500—TEHRAN**—Supply of telephone cables, lead sheated, 337.5 kms (including network accessories). Tender No. 48/9; bid deadline Jan. 11. Contact Sherkat Sahami Telephone Iran, Takhte—Jamshid Ave., Tehran.

342 Cutlery, hand tools, general hardware

● **34200—CONGO**—250 portable sprayers type Leman and 30 swingfog devices. Bid deadline Feb. 12. Contact DCMP, Ministry of Health, P.O. Box 1497, Kinshasa 1, Democratic Republic of the Congo. Limited information in French is available on a loan basis from the General Industrial Equipment Division, BDSA-647, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-5585).

34232 — HONDURAS — Agricultural hand tools. Banco Nacional de Fomento, Seccion de Ventas (importer, retailer, sales div. of government bank), Comayaguela, D.C. WTD in preparation.

34250—MEXICO—Hand cutters for cigars. Quotations c.i.f. Veracruz. Direct purchase and agency. Requests replies in Spanish. Fabrica de Puros "EL AROMA," A. Zapata Villa C (owner), Venustiano Carranza No. 11-, P.O. Box 28, San Andres Tuxtla., Ver. WTD 6/69.

34295—SWEDEN—Luggage hardware, locks, including bowling ball bag handles. Broderna Claesson, ABC-Fabrikerna, AB (importer, manufacturer), S-442 00 Kungalv. WTD 11/69.

344 Fabricated structural metal products

34492 — ISRAEL — Prefabricated, portable dwellings including vacation homes, camp buildings and cabanas, of steel and aluminum,

complete units with and without garage. PROMOTFIN Corp. Ltd. (importer, exclusive distributor), 15 Rothschild Blvd., P.O. Box 29329, Tel Aviv. WTD in preparation.

349 Fabricated metal products

● **34900—BURMA**—Varying sizes and quantities of pipe fittings. Tender No. MEIC/B.R/15(T)21(E.YUG)/69-70; bid deadline Jan. 19. Union of Burma Railway Board, Rangoon. Specifications are available on a loan basis from the General Industrial Equipment Division, BDSA-647, U.S. Dept. of Commerce, Washington, D.C. 20230 ★(202-967-5585).

34941 — AUSTRALIA — Pressure controls: for use with refrigeration, air-conditioning, pumps, air compressors; fluid vacuum and pressure limiting controls; fixed and adjustable, all ranges to 500 P.S.I. and over. Water, oil and gas flow controls: limiting and safety; fixed and/or adjustable; level controls: switch, probe and proximity types; liquid and gas applications; electric and electronic; solenoid valves: for use with water, oil, chemicals, ammonia, refrigerant gases. Don Harris & Assoc. (importer, distributor), 407 Glebe Point Rd., Glebe Point, Sydney, N.S.W., 2037. WTD in preparation.

34943—AUSTRALIA—General refrigeration controls; specifically water regulating valves, thermo and automatic expansion valves, solenoid valves, stop valves, check valves, etc. Don Harris & Assoc. (importer), 407 Glebe Point Rd., Glebe Point, Sydney, N.S.W., 2037. WTD in preparation.

34945—AUSTRALIA—General refrigeration controls; specifically: brass and copper fittings, such as unions, tees, sleeves, flare nuts, etc. Don Harris & Assoc. (importer, distributor), 407 Glebe Point Rd., Glebe Point, Sydney, N.S.W., 2037. WTD in preparation.

352 Farm machinery

35228 — HONDURAS — Agricultural equipment, all types. Banco Nacional de Fomento, Seccion de Ventas (importer, retailer, sales dept. of government bank), Comayaguela, D.C. WTD in preparation.

354 Metalworking machinery

● **35400—IRELAND**—Supply of workshop machine tools and equipment, including: five lathes, two universal millers, turret miller, radial drill, surface grinder, tool and cutter grinder, bandsaw, hardening furnace, various type measuring instruments, welding equipment, twist drills, and other necessary supplies. Tender No. ENQ.1541/PS; bid deadline Jan. 16. The Secretary, Electrical Supply Board, 27 lr. Fitzwilliam Street, Dublin 2 ★(202-967-5652).

● **35400 — VIETNAM** — Machinery, equipment, and materials for a steel melting and rolling plant capable of producing and rolling 15,000 metric tons per year. Equipment includes: one 10 ton electric arc melting furnace, 2 overhead cranes, three 10 ton ladles, 400 4 in. sq. x 59 in. long ingot molds, an automatic roughing mill, an intermediate mill, a finishing mill and machine shop equipment; bid deadline Jan. 15. Industrial Development Center. 40-42 Nguyen Hue Blvd., P.O. Box 336 Saigon. ★(202-967-5652). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Office Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

35418—REPUBLIC OF SOUTH AFRICA—Laser beam device to drill or burn holes in timber. Hunt, Leuchars & Hepburn Ltd.: Rand Mining Timber Co., Attn.: Mr. Torrance (manufacturer), P.O. Box 5906, Johannesburg. WTD 9/69.

35421—BRAZIL—Machines for manufacture of metal chains for dogs. Industrias Colmeia S.A. (manufacturer), Rua Ana Prado 344, Caixa Postal 344, Sao Carlos, S.P. WTD in preparation.

35482—SOUTH AFRICA—Saws: inserted tooth with relative holders. E. P. Water Conditioners Pty. Ltd. (importer, distributor, retailer), 14 Westway Shopping Center, 6th Ave., P.O. Box 941, Newton Park, Port Elizabeth, Cape Province. WTD 11/69.

355 Special industry machinery

● **35500 — PAKISTAN** — Equipment for a wood chemical treatment plant, including: autoclave strainer, liquor preparation plant, cooking liquor pump, process pumps, SO_2 pneumatic controller, process controls, control valves, vacuum pumps, chemi-groundwood washer. Tender No. 154.20-KNM Expansion; bid deadline Jan. 31. Khula Newsprint Mills Ltd., P.O. Town Khalishpur, Khulna. Specifications are available from the General Industrial Equipment Division, BDSA-647, U.S. Dept. of Commerce, Washington, D.C. 20230 ★(202-967-5585).

35531—TRINIDAD & TOBAGO—Six electric staplers for fastening upholstered furniture; power saws for cutting sponges for upholstery furniture. Excel Furniture Upholsterers (distributor, manufacturer, wholesaler), 55A Eastern Main Road, Laventille. WTD in preparation.

35532 — SOUTH AFRICA — Woodworking machinery, designed primarily for home workshops, garages, service shops. J. Egert & Son Pty. Ltd. (importer, retailer), 170 Victoria Rd., Woodstock, Cape Province. WTD 9/69.

35590—NETHERLANDS—Cryogenic equipment. Representations on an outright basis or license agreements requested for sales in Common Market countries. Hositrad Holland (importer, distributor, manufacturer), 44 Stadsring, Amersfoort. WTD 11/69.

356 General industrial machinery

35612—NETHERLANDS—Industrial high-vacuum equipment, ionic pumps, sublimation pumps, vacuum measuring instruments and components, such as flanges, gauges, bellows, etc. Representations on direct purchase basis or license agreements sought, for sales in Common Market countries. Hositrad Holland (importer, distributor, manufacturer), 44 Stadsring, Amersfoort, Netherlands. WTD 11/69.

35690—AUSTRIA—Devices for application of adhesive paper tape and self-adhesive tape, all types from small manually operated gadgets to fully-automatic machines. Equipment supplementing available line of shrink packaging machinery; desired accessory equipment to handle goods prior to and after the shrink packaging process; other packaging equipment. Austrowaren Oesterreichische Warenhandelsges.m.b.H. (importer, distributor, agent), Schellinggasse 7, P.O. Box 16, A-1015 Vienna. WTD 10/69.

357 Office, computing, accounting machines

● **35700 — SINGAPORE** — Supply and installation of one 40-ton weighbridge, electrically operated, with platform not less than 40 ft. x 10 ft. of steel checker plate; for berth 48, E. Lagoon development. Bid deadline Jan. 9. Requested by The Port of Singapore Authority, P.O. Box 300, Singapore. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

362 Electrical industrial apparatus

● **36200—BURMA**—49,600 feet of No. 8 welding electrodes. Tender No. MEIC/B.R/13(T)29(E.YUG-MIT)69-70; bid deadline Jan. 12. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon ★(202-967-5652). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Office Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

367 Electronic components, accessories

36792—FRANCE—Capacitors for electronic applications. Groupement Commercial Industriel Electronique—G.C.I.E. (importer, distributor), 68, Rue du 27 Aout, 77-Mortcerf. WTD 8/69.

369 Electrical machinery, equipment, supplies

● **36900 — GREECE** — Supply of 10 x-ray radiographic apparatus for medical diagnostic use, with a power of 500 MA each. Tender No. 22/69; bid deadline Feb. 6. Requested by the Social Insurance Institute (IKA), 8 Aghiou Constantinou St., Athens. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-2939). A review copy will also be available at the Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

374 Railroad equipment

● **37400—BURMA**—50 steel coaching underframes complete with bogies for the Burma Railway Board. Tender No. 1/MEIC/B.RLYS/12(t)80MC/69-70; bid deadline Jan. 10. Chairman, Union of Burma Railway Board, Bogyoke Aung San St., Rangoon. A set is available for review only in Room 4021, Transportation Products Division, BDSA-631, Department of Commerce, Washington, D.C. 20230 ★(202-967-4816).

379 Transportation equipment

37910 — ISRAEL — Housing-type trailer coaches (complete mobile units) for fairs and exhibitions, libraries, offices, commercial purposes. PROMOTFIN Corp. Ltd. (importer, exclusive distributor), 15 Rothschild Blvd., P.O. Box 29329, Tel Aviv. WTD in preparation.

381 Engineering, laboratory, scientific, research instruments

38112—SINGAPORE—Hospital and laboratory equipment. Gen. Mgr., Orchard Pharmacy (Private) Ltd. (importer, agent), Liat Towers, 541 Orchard Rd., Singapore 9. WTD in preparation.

382 Instruments for measuring, controlling, indicating physical characteristics

38213—NETHERLANDS—Laboratory high vacuum ionic and sublimation pumps, and components, such as flanges, gauges, bellows. Representations or license agreements requested for sales in Common Market countries. Hositrad Holland (importer, distributor, manufacturer), 44 Stadsring, Amersfoort. WTD 11/69.

38216—AUSTRALIA—Pressure controls: for use with refrigeration, air-conditioning, pumps, air compressors; fluid vacuum and pressure limiting controls; fixed and adjustable, all ranges to 500 P.S.I. and over; water, oil and gas flow controls; limiting and safety; fixed and/or adjustable; level controls: switch, probe and proximity types; liquid and gas applications; electric and electronic; recording apparatus: portable, electric and clockwork strip recorders for recording electrical, strain, pressure, humidity and echo sounding data. Don Harris & Assoc. (importer, distributor), 407 Glebe Point Rd., Glebe Point, Sydney, N.S.W., 2037. WTD in preparation.

38216—NETHERLANDS—Vacuum measuring instruments. Representations on an outright basis requested for sales in Common Market countries. Hositrad Holland (importer, distributor, manufacturer), 44 Stadsring, Amersfoort. WTD 11/69.

38220—AUSTRALIA—Automatic temperature controls for refrigeration, air conditioning, other applications; thermostats—capillary type, room type, hot wire, liquid filled fixed and adjustable, ranges to 1,000° F. Don Harris & Assoc. (importer, distributor), 407 Glebe Point Rd., Glebe Point, Sydney, N.S.W., 2037. WTD in preparation.

394 Toys, amusement, sporting goods

39492—TAIWAN—Automatic bowling pin setters. Ming Hway Trading Co., Ltd. (importer, agent), 10 Lane 26, Chungshan N. Road, Section 2, Taipei. WTD in preparation.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

149 Miscellaneous nonmetallic minerals, except fuels

14990—GERMANY—Crude asbestos fiber. Carl E. Brandes (Mr. N. von Badewitz) (importer, distributor, agent), 4 Walderseestrasse, 3000 Hanover, Germany. WTD 6/69.

221 Broad woven fabric mills, cotton

22118—ISRAEL—Cotton sheets, pillowcases for hotels. Israel Inter-World Industries, Ltd. (importer, agent, exporter), 6 Ahuzat Bayit St., Tel Aviv. WTD 10/69.

227 Floor covering mills, products

22720 — GERMANY — Tufted carpets and rugs, nonwoven backing cloth for tufted carpets, new manufactured goods. Carl E. Brandes (Mr. N. von Badewitz) (importer, distributor, agent), 4 Walderseestrasse, 3000 Hanover, Germany. WTD 6/69.

233 Women's, misses', juniors' outerwear

23393 — SWEDEN — Women's beach wear, bathing suits made of terry cloth or cotton. Requests catalogs, price lists for attention of Valdemar Latte. Henry Wallenberg & Co. AB (importer, agent), Birger Jarlsgatan 6, S-103 81 Stockholm. WTD in preparation.

238 Miscellaneous apparel, accessories

23840 — SWEDEN — Women's housecoats made of cotton; white or pastel colors. Requests catalogs, price lists for attention of Valdemar Latte. Henry Wallenberg & Co. AB (importer, agent), Birger Jarlsgatan 6, S-103 81 Stockholm. WTD in preparation.

239 Fabricated textile products

23910—ISRAEL—Curtains and draperies for hotels, of cotton, glass fibers, other manmade fiber fabrics (rayon, acetate, nylon, etc.), including plastic materials, for use in hotels. Israel Inter-World Industries Ltd. (importer, agent, exporter), 6 Ahuzat Bayit St., Tel Aviv. WTD 10/69.

23920—ISRAEL—Shower bath curtains, including plastic, coated fabrics and other; comforters and wadded quilts; mattress protectors; tablecloths of plastic and other materials; napkins, place mats and mat sets including plastic; pillows of foam rubber, other materials; fancy pillows and cushions of foam rubber, other materials; slip covers all materials; mattresses; mops and dusters dry, wet and sponge; laundry bags, wardrobe bags and shoe bags of textile and plastics. Israel Inter-World Industries Ltd. (importer, agent), 6 Ahuzat Bayit St., Tel Aviv. WTD 10/69.

23926—ISRAEL—Bedspreads and bedsets, tufted, Jacquard woven wholly or chiefly cotton, other than Jacquard woven, for use in hotels. Israel Inter-World Industries Ltd. (importer, agent, exporter), 6 Ahuzat Bayit St., Tel Aviv. WTD 10/69.

23929—ISRAEL—Cotton towels, washcloths of woven fabric, for use in hotels. Israel Inter-World Industries Ltd. (importer, agent, exporter), 6 Ahuzat Bayit St., Tel Aviv. WTD 10/69.

261 Pulp mills, products

26112 — AUSTRIA — Wood pulp. Cell Handelsgesellschaft m.b.H. (agent), Heinestrasse 1, P.O. Box 201, A-1021 Vienna. WTD 11/69.

281 Industrial chemicals

28120—AUSTRIA—All types of alkalies and chlorines used in production of pulp, paper. Cell Handelsgesellschaft m.b.H. (agent), Heinestrasse 1, P.O. Box 201, A-1021 Vienna. WTD 11/69.

28160 — AUSTRIA — All types of pigments used in production of pulp, paper. Cell Handelsgesellschaft m.b.H. (agent), Heinestrasse 1, P.O. Box 201, A-1021 Vienna. WTD 11/69.

28190—AUSTRIA—All types of industrial inorganic chemicals used in production of pulp, paper. Cell Handelsgesellschaft m.b.H. (agent), Heinestrasse 1, P.O. Box 201, A-1021 Vienna. WTD 11/69.

282 Synthetic materials

28210—AUSTRIA—All types of resins used in production of pulp, paper. Cell Handelsgesellschaft m.b.H. (agent), Heinestrasse 1, P.O. Box 201, A-1021 Vienna. WTD 11/69.

28213 — GERMANY — Thermoplastic resin and plastic materials, new manufactured sheets, rods, tubes, granules, powder, yarns. Carl E. Brandes (Mr. N. von Badewitz) (importer, distributor, agent), 4 Walderseestrasse, 3000 Hanover, Germany. WTD 6/69.

286 Gum, wood chemicals

28612—GERMANY—Other gum and wood chemicals, tall oil crude. Carl E. Brandes (Mr. N. von Badewitz) (importer, distributor, agent), 4 Walderseestrasse, 3000 Hanover, Germany. WTD 6/69.

289 Chemical products

28930—HONG KONG—Printing ink. South China Photo-Process Printing Co., Ltd. (importer, printer), 45 Wong Chuk Hang Rd., Aberdeen. Cable: PHOTOPRINT. WTD in preparation.

329 Abrasive, asbestos, nonmetallic mineral products

32950—AUSTRIA—All types of minerals and earths used in production of pulp, paper. Cell Handelsgesellschaft m.b.H. (agent), Heinestrasse 1, P.O. Box 201, A-1021 Vienna. WTD 11/69.

335 Rolling, drawing, extruding of nonferrous metals

33570 — NORWAY — Cables: thermocouple. Amund Clausen A/S (importer, manufacturer, agent), Storgaten 38, 3900 Porsgrunn. WTD in preparation.

351 Engines, turbines

35195 — NETHERLANDS — Propeller and jet outboard motors, motor carts. N.V. Lavo-Dir. Gebr. Zoet, attn.: P.G.M. Zoet (distributor), Koninginnegracht 1b, The Hague. WTD in preparation.

354 Metalworking machinery

35416—FRANCE—Milling machines. Halbronn Freres (importer, agent), 18 bis Boulevard de Strasbourg, 94- Nogent-sur-Marne. WTD 10/69.

35418—FRANCE—Lathes (automatic, with hydraulic carriages); planers. Halbronn Freres (importer, agent), 18 bis Boulevard de Strasbourg, 94- Nogent-sur-Marne. WTD 10/69.

355 Special industry machinery

35531—TRINIDAD & TOBAGO—Stapling machinery for woodworking industry. F. T. Farfan & Sons Ltd. (importer, agent, retailer), 28 Sackville St., Port of Spain. WTD 11/69.

35540 — ITALY — Machinery for processing wood pulp for use in paper, textile industries. Desires machinery for project in Yugoslavia for which it desires financing assistance from supplier. Payment will, according to Italian firm, be guaranteed by major Yugoslav banks. R.I.E.T. di Giovanni Rescig (agent), Piazza E. De Amicis, 11, Gorizia. WTD 9/69.

356 General industrial machinery

35690—BRAZIL—Industrial hydraulic jacks. Sulcar S.A. Importacao e Exportacao (Attn.: Sr. Isaac Farache) (importer, distributor), Rua Visconde de Inhauma, 134 4° andar salas 425/26, Caixa Postal 3152, Rio de Janeiro GB. WTD in preparation.

362 Electrical industrial apparatus

36215—ISRAEL—Servos' electrical (mechanism, components and systems—avionics);

motor-generators, other rotating equipment including hermetics. Exclusive agency. S.T.G. International, Ltd. (distributor, agent, engineering consultants), 52 Nahlat Benjamin St., P.O. Box 1276, Tel Aviv. WTD 4/69.

363 Household appliances

36311 — BELGIUM — Electric household, ranges and ovens, surface cooking unit equipment, parts. Etablissements Joseph Marchal (importer, distributor, agent), 64 Ave. Circulaire, Brussels 18. WTD 11/69.

36343—BELGIUM—Other small household electric appliances. Etablissements Joseph Marchal (importer, distributor, agent), 64 Ave. Circulaire, Brussels 18. WTD 11/69.

366 Communication equipment

36612—FRANCE—Receiver-transmitter units for military use. Groupement Commercial Industriel Electronique—G.C.I.E. (importer, distributor), 68, Rue du 27 Aout, 77-Mortcerf. WTD 8/69.

36612—ISRAEL—Telephone carrier and repeater equipment including open-wire and cable transmission; telephone instrument sets (transmitters and receivers with or without dial for subscribers); telegraph (wire) apparatus and equipment and components including military, digital data sets. Israel Inter-World Industries Ltd. (importer, agent, exporter), 6 Ahuzat Bayit St., Tel Aviv. WTD 10/69.

367 Electronic components, accessories

36790—NORWAY—Transducers: acceleration, displacement, electro-mechanical, force, pressure temperature, thermoelectric, ultrasonic. Amund Clausen A/S (importer, manufacturer, agent), Storgaten 38, 3900 Porsgrunn. WTD in preparation.

371 Motor vehicles, motor vehicle equipment

37141 — COLOMBIA — Spare parts, accessories for automotive vehicles. Harry Chaskel & Cia. Ltda. (agent), Calle 13 No. 11-28—Apartado Aereo 4124, Bogota. WTD 11/69.

373 Ship building, repairing

37322 — NETHERLANDS — Propeller and jet outboard motors, motor carts, inflatable boats, small and medium aluminum and fiber glass boats; fishing boats, in and outboard cruisers, runabouts, automobile boat loaders, carrier boat trailers. N.V. Lavo-Dir. Gebr. Zoet (Attn.: P. G. M. Zoet) (distributor), Koninginnegracht 1b, The Hague. WTD in preparation.

Leads for Importers

Commodities are offered direct unless specified

328 Cut stone products

32810—ARGENTINA—Ornamental gypsum crystals for outdoor and indoor gardens; also suitable for gifts, paperweights, centerpieces, rock collections. Seeks importer, distributor. Aice S.A. (exporter), Lima 133, Oficina 23, Buenos Aires. WTD in preparation.

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

AUSTRIA—Heinz Nowotny, representing A. Bonomi & Co.. K.G., Ehrenfelsgasse 3, A-1120 Vienna, **interested in distributing ice cream mixes, flavoring bases, ice cream cones, supplies for ice cream parlors.** Dec. 20 via New York for 10 days. c/o Eric Schilder, 141-05 Northern Blvd., Flushing, N.Y. 11354. Itinerary: New York, Washington, D.C. WTD in preparation.

ECUADOR—Edmundo Murillo P., representing himself, P.O. Box 780, Guayaquil, **interested in obtaining agency from U.S. export financing firms.** Nov. 25 via New York for 1 mo. c/o George Washington Hotel, 23 Lexington Ave., New York, N.Y. 10010. Itinerary: New York, Louisville, Ky., Atlanta, Miami. WTD 7/68.

JAPAN—Kengo Nishimura, Building Materials Dept., Nagoya Branch, Sumitomo Forestry Co., Ltd., 19-18 Nishiki 2-chome, Naka-ku, Nagoya, **interested in studying house construction and U.S. distribution channels for building materials and requesting technical information on home builders, mobile houses, plywood and lumber manufacturers, aluminum building materials, urban renewal.** Nov. 29 via Seattle for 3 mos. c/o The Seattle-First National Bank Bldg., Suite 3922, 1001 Fourth Ave., Seattle, Wash. 98104. Itinerary: Seattle, Tacoma, Portland, Denver, St. Louis, Chicago, Detroit, Buffalo, Boston, New York, Baltimore, Washington, D.C., Louisville, Dallas, Houston, Miami, Phoenix, Los Angeles, San Francisco, Honolulu. WTD 5/67 under revision.

SPAIN—Pablo de la Torriente, Carlos Sobrini and Eduardo de Prada, representing World Hotel, S.A.; and Euro-Madrid, S.A., Serrano 110, Madrid 6, **interested in contacting hotel chains which are interested in doing business in Spain, and in firms interested in investing in Spain, including credit companies and construction firms.** Dec. 15 via New York for 2 weeks. c/o Commodore Hotel, Lexington Ave. & E. 42nd St., New York, N.Y. 10017. Itinerary: New York. WTD in preparation.

SPAIN—Angel Luengo M. and Mariano Herrera G., representing Angel Luengo Martinez, Independencia 21, Zaragoza, **interested in contacting processors of tantalum and requesting technical information on mineral mining and processing.** Dec. 5 via New York for 2 weeks. c/o Grace Ore & Mining Div., 7 Hanover Square, New York, N.Y. 10005. Itinerary: flexible. WTD in preparation.

TURKEY—Bulent Zafir, Mansur Zafir & Sons Co. Ltd., Sair Esref Sokak 18/1, Bankalar, Karakoy, Istanbul, **interested in purchasing U.S. machinery for processing aluminum ingots into sheet, folio, structural shapes.** Dec. 8 via New York for 2 weeks. c/o Cruse Moss, Kaiser Jeep Intl., Toledo, Ohio 43601. Itinerary: New York, Los Angeles, Toledo. WTD in preparation.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

Singapore issues tender for communications equipment

The Director of Singapore's Telecommunications Department has issued Tender No. DT 5722, Part II, for the supply of communications equipment. The bid deadline is January 2.

Bid should offer h.f., i.s.b. transmitter 10kw. p.e.p., h.f., i.s.b. receiver and v.f. telegraph send and receive equipment.

Copies of the tender announcement and specifications are available from the Director of the Telecommunications Dept., 35 Robinson Rd., Singapore 1, on payment of a $2,000 deposit.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

AUSTRALIA—The Australian Minister for National Development has announced that Bechtel Pacific Corp. has been engaged to draw up specifications for **Australia's first nuclear power station** to be built at Jervis Bay, New South Wales. Michael Farley, of Bechtel's Melbourne office, will apparently act as project manager. The firm will operate as consultant to the Australian Atomic Energy Commission. Tendering documents will be drawn up on the basis that manufacturers of all types of nuclear reactors would be eligible to tender, but the reactor system selected must be capable of using Australian-produced fuel.

PORTUGAL—The Ministry of Public Works has announced plans for public tenders on the **construction, maintenance, and operation of a series of toll highways,** and invites firms to indicate their interest in bidding on this undertaking. Contact Junta Autonoma de Estradas, Ministerio das Obras Publicas, Praca do Comercio, Lisbon. Copies of the official announcement (in English), which provides additional information, are available from the Construction and Building Materials Division, BDSA-645, U.S. Department of Commerce, Washington, D.C. 20230 ★(202-967-3602) and from the U.S. Department of Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 ★(415-556-5868).

New Books and Reports

Exporters' Directory reflects Maryland's growing trade role

Written in 4 languages, 509-page book has data on over 1,300 firms

The State of Maryland's Department of Development has published a directory of the Maryland importers and exporters, indicating the growing role that world trade is playing in the state's economy.

The 509-page directory is written in English, French, German and Spanish and contains information on more than 1,300 firms interested in international business. Products listed are classified according to the Standard International Trade Classification (SITC).

The table of contents covers 70 different subjects, including export price policy, product distribution overseas, financing exports, eurodollars-eurobonds in financing abroad, translators, and business travel abroad.

The directory is designed to give information and to provide a listing, as complete as possible, of Maryland businesses currently engaged in, or seriously interested in, international economic activity, the products or services of these firms, and the opportunities in the world markets. It is a cooperative effort of the Chamber of Commerce of Metropolitan Baltimore; the Maryland Port Authority; the Maryland Regional Export Expansion Council; the Baltimore Field Office of the U.S. Department of Commerce; and the Maryland Department of Economic Development.

Write: Maryland Dept. of Economic Development, State Office Bldg., Annapolis, Md. 21401. Price $10 (Maryland addressees include 4% sales tax).

***Digest of Greek Foreign Investment Laws and Regulations.* Published by the American-Hellenic Chamber of Commerce, Athens, 1969, 26pp. $2.**

The second special English-language digest of Greek foreign investment legislation and regulations is an up-to-date compilation of laws pertinent to foreign investment in Greece and includes a discussion of measures in support of the capital market, incentives for the stimulation of Greek industry, and the establishment of foreign enterprises and shipping companies in the country.

This document also includes laws supplementing or amending legislation, included in the previous special issue of 1968. This publication may be viewed at any Department of Commerce Field Office, or it may be obtained upon request for $2 per copy (including air mail postage from Athens) by writing directly to the American-Hellenic Chamber of Commerce, 17 Valaoriton St., Athens 134, Greece.

The Chamber also publishes *Greek-American Trade*, a monthly magazine devoted to the expansion of trade relations between the two countries. American businessmen may find this magazine particularly helpful in planning marketing operations in Greece.

***Italian Abbreviations and Symbols: Law and Related Subjects.* By Adolf Sprudz. Oceana Publications, Dobbs Ferry, N.Y. 124pp. $7.50.**

Compiled by the Foreign Law Librarian at the University of Chicago Law School, this book is designed to provide a simple key to the multitude of Italian abbreviations and symbols as they are found in contemporary Italian writings on law and related subjects. It consists of 2,600 abbreviations and symbols extracted from numerous monographs, periodicals and other sources.

Write: Oceana Publications, Inc., Dobbs Ferry, N.Y. 10522.

***Ireland in World Commerce.* By Charles Hultman, Mercier Press, Cork, Ireland. 160pp. $1.50 (approx.).**

This economics professor at the University of Kentucky spent a year as lecturer at University College, Cork. His volume analyzes foreign trade, concentrating on imports, exports, capital movements and emigration. Individual chapters cover the nature of the Irish economy; the balance of payments; the rate of exchange and foreign exchange reserves; payments arrangements with the IMF and Sterling Area; external equilibrium; capital movements; benefits of trade; emigration; arrangements for trade liberalization; the EEC; and foreign trade's role in economic growth.

Write: Mercier Press, Ltd., 4 Bridge St., Cork, Ireland.

INTERNATIONAL MARKETING INFORMATION SERVICE

This identification symbol, which appears on each of the International Marketing Information Service reports, is also accompanying announcements made in this section.

Latest IMIS reports are:

Exhibitor's Export Market Guides (*for Trade Center shows*): Frankfurt—Nuclear Instrumentation Equipment, Feb. 16-20, IMIS 69-90. 10 cents.

Milan—Chromatography/Spectroscopy Equipment, May 19-23, IMIS 69-91, 10 cents.

Frankfurt—Sophisticated Materials for the Electronics Industry, Mar. 16-20, IMIS 69-92, 10 cents.

Frankfurt—Hi-Fi, Stereo and Electronic Sound Components, April 14-19, IMIS 69-93, 10 cents.

IMIS reports are available from Commerce Field Offices or from Sales & Distribution Branch, Room 2119, Department of Commerce, Washington, D.C. 20230.

***Official Directory of Commercial Traffic Executives.* Published by the Traffic Service Corp., Washington, D.C. 300pp. $10.**

The major portion of the 1969-70 edition consists of a 193-page alphabetical listing of U.S. and Canadian firms together with their traffic department executives. Other listings include the transport organizations of the two nations, their mailing address and chief officials; Federal and State Government Agencies and their leading officials; and transportation consultants and chambers of commerce.

Write: Traffic Service Corp., 815 Washington Bldg., Washington, D.C. 20005.

***Chemicals Today*. Sept. 1969. A quarterly report by the U.S. Dept. of Commerce, Washington, 65 pp. 40 cents per issue; $1.50 per year.**

The September issue contains a special 43-page section on the chemical industry in France. It covers the situation in both industrial and agricultural chemicals, synthetic rubber, plastics and manmade fibers, drugs and pharmaceuticals, and miscellaneous chemical products.

Write: Sales and Distribution Section, Room 2119, U.S. Dept. of Commerce, Washington, D.C. 20230.

☆ U. S. GOVERNMENT PRINTING OFFICE 1969—892-512/24

Calendar *for international traders*

BOSTON — Jan. 22 — International Center of New England's Eighth Annual World Business Perspective Conference, Sheraton-Plaza Hotel. Luncheon Speaker: **K. N. Davis, Jr., Asst. Secretary of Commerce for Domestic and International Business.**

BUTLER, PA. — Jan. 14 — Export Luncheon Forum, Elks Club, Noon. Sponsors: Butler Chamber of Commerce and Commerce Field Office.

CHICAGO—Jan. 6—Automotive Exporter's Club of Chicago, Builders Building.

CHICAGO — Jan. 15 — International Trade Club of Chicago meeting, LaSalle Hotel.

CHICAGO—Jan. 15—Chicago Midwest Credit Management Assn., Bismarck Hotel.

CHICAGO — Feb. 11-13 — Annual Personnel Conference, Palmer House. Sponsor: American Management Assn.

CHICAGO—Feb. 17-18—Thirty-third Chicago Mid-American World Trade Conference, LaSalle Hotel. Sponsors: International Trade Club of Chicago and the Chicago Association of Commerce and Industry.

FAIRFIELD, CONN. — Jan. 8 — Monthly luncheon meeting of the Export Managers Club of Bridgeport (Southern Connecticut), Fairfield Motor Inn, 12-2 p.m. Topic: Discussion of National Foreign Trade Convention.

GRAND RAPIDS, MICH.—Jan. 27 —Western Michigan World Trade Club, Swiss Chalet, 6 p.m.

JOHNSTOWN, PA.—Jan. 9—Export Luncheon Forum, Holiday Inn, Noon. Sponsors: Johnstown Chamber of Commerce and Commerce Field Office.

NEW YORK — Jan. 5-7 — International Corporate Insurance & Employee Benefit & Pension Management Concurrent Briefing Sessions, Roosevelt Hotel. Sponsor: American Management Assn.

NEW YORK—Jan. 6—Foreign Commerce Interchange Bureau's roundtable conference on foreign trade, credit, collection and exchange problems. Summit Hotel, 1:30 p.m.

NEW YORK—Jan. 20—International Executives Assn. Luncheon, Statler-Hilton Hotel. Speaker: Dr. Franz Pick.

OIL CITY, PA.—Jan. 15—Export Luncheon Forum, Holiday Inn, Noon. Sponsors: Oil City Chamber of Commerce and Commerce Field Office.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

Information and advice is available from these offices on: foreign markets for U.S. products and services, economic facts on foreign countries, firms with marketing facilities in foreign countries, trade and investment opportunities abroad, Government financing aid to exporters, foreign exchange regulations and procedures, export and import statistics.

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505, 843-2386.

ANCHORAGE, ALASKA, 99501, 412 Hill Bldg., 632 Sixth Ave. Area Code 907, 272-6531.

ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St. N.W. Area Code 404, 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301, 962-3560.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 S. 20th St. Area Code 205, 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617, 223-2312.

BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716, 842-3208.

CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803, 577-4171.

CHARLESTON, W. VA., 25301, 3000 New Federal Office Bldg., 500 Quarrier St. Area Code 304, 343-6181 Ext. 375 and 376.

CHEYENNE, WYO., 82001, 6022 Federal Bldg., 2120 Capitol Ave. Area Code 307, 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Bldg., 219 South Dearborn St. Area Code 312, 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Area Code 513, 684-2944.

CLEVELAND, OHIO, 44114, Room 600, 666 Euclid Ave. Area Code 216, 522-4750.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214, 749-3287.

DENVER, COLO., 80202, 16419 Federal Bldg., 20th and Stout Sts. Area Code 303, 297-3246.

DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515, 284-4222.

DETROIT, MICH., 48226, 445 Federal Bldg. Area Code 313, 226-6088.

GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1950. Area Code 919, 275-9111.

HARTFORD, CONN., 06103, Room 610-B, Federal Office Bldg., 450 Main St. Area Code 203, 244-3530.

HONOLULU, HAWAII, 96813, 286 Alexander Young Bldg., 1015 Bishop St. Area Code 808, 546-5977.

HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Area Code 713, 226-4231.

JACKSONVILLE, FLA., 32202, P.O. Box 35087, 400 W. Bay St. Area Code 904, 791-2796.

KANSAS CITY, MO., 64106, Room 2011, 11 Walnut St. Area Code 816, 374-3141.

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MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305, 350-5267.

MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Area Code 414, 272-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Area Code 612, 725-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., S., 610 South St. Area Code 504, 527-6546.

NEW YORK, N.Y., 10007, 41st Floor, Federal Office Bldg., 26 Federal Plaza, Foley Sq. Area Code 212, 264-0634.

PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Area Code 215, 597-2850.

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RICHMOND, VA., 23240, 2105 Federal Bldg., 400 N. 8th St. Area Code 703, 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Area Code 314, 622-4243.

SALT LAKE CITY, UTAH, 84111 3235 Federal Bldg., 125 S. State St. Area Code 801, 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. Area Code 415, 556-5864.

SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Area Code 912, 232-4321.

SEATTLE, WASH., 98104, 8021 Federal Office Bldg., 909 First Ave. Area Code 206, 583-5615.

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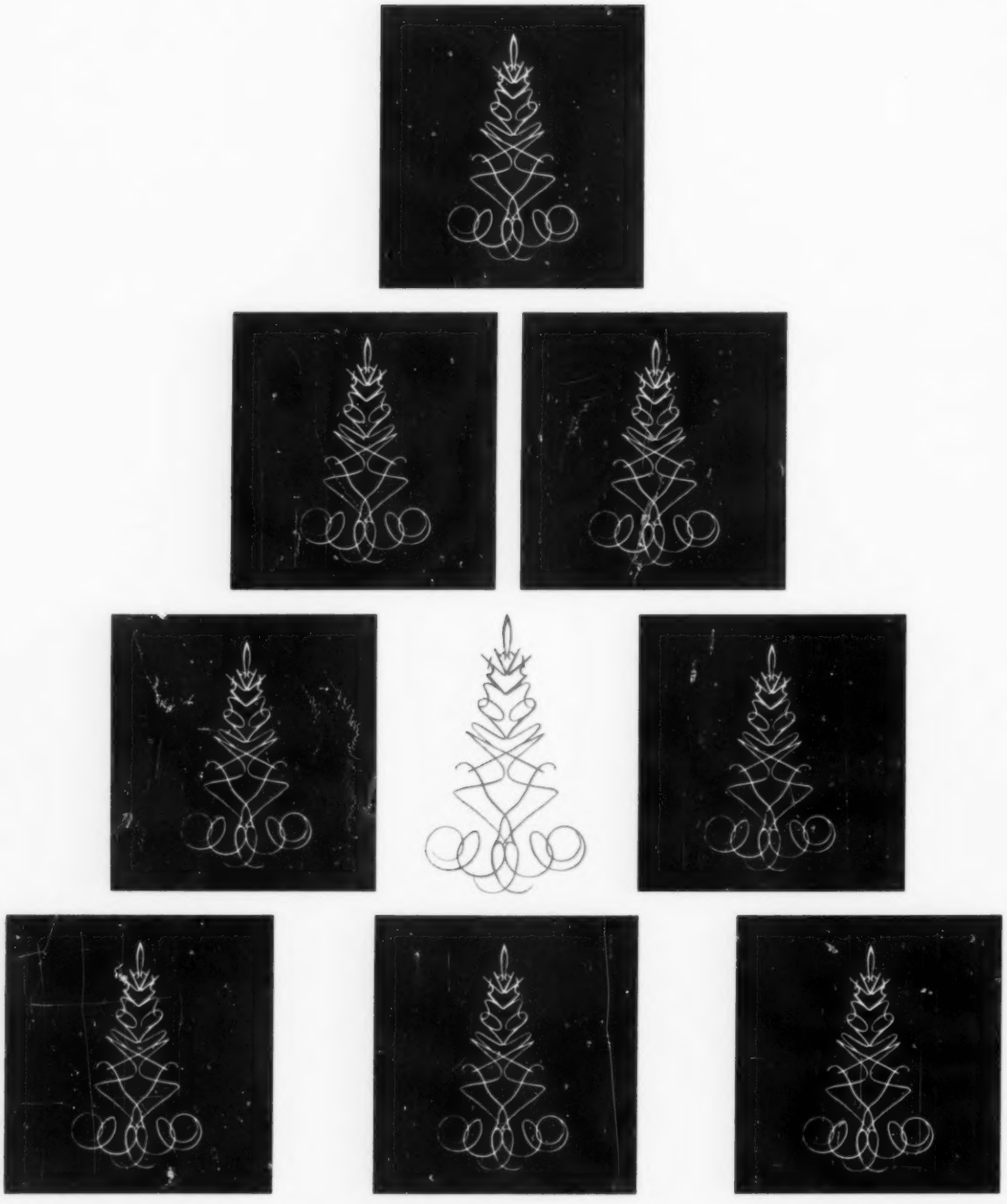
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